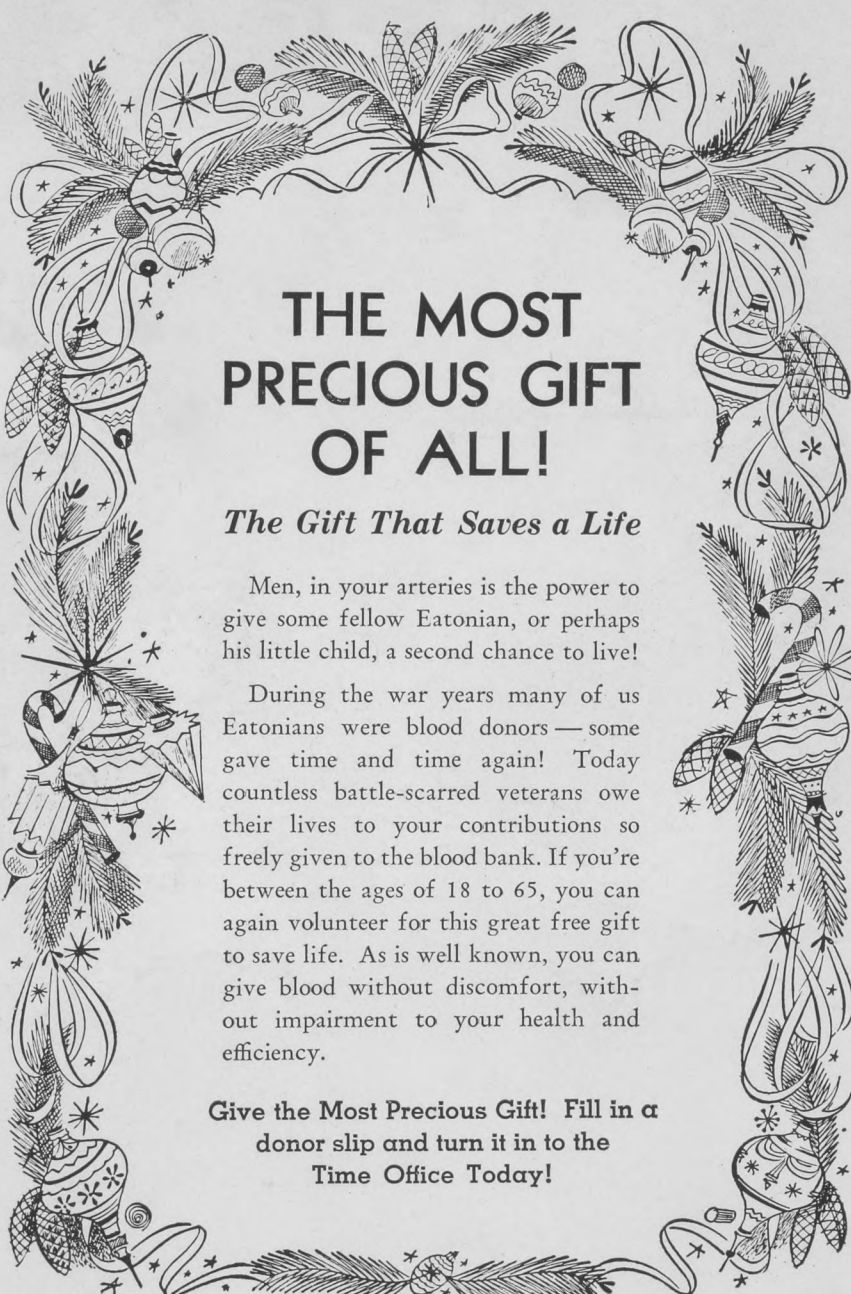


CONTACTS

Christmas

1949





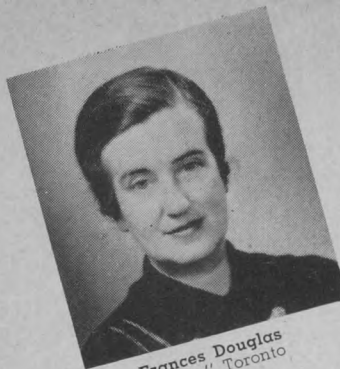
THE MOST PRECIOUS GIFT OF ALL!

The Gift That Saves a Life

Men, in your arteries is the power to give some fellow Eatonian, or perhaps his little child, a second chance to live!

During the war years many of us Eatonians were blood donors — some gave time and time again! Today countless battle-scarred veterans owe their lives to your contributions so freely given to the blood bank. If you're between the ages of 18 to 65, you can again volunteer for this great free gift to save life. As is well known, you can give blood without discomfort, without impairment to your health and efficiency.

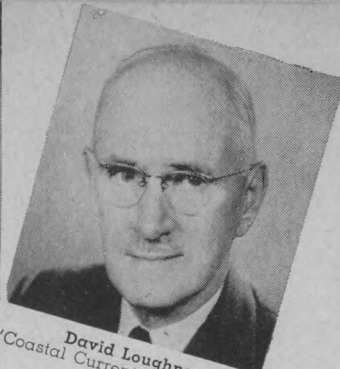
**Give the Most Precious Gift! Fill in a
donor slip and turn it in to the
Time Office Today!**



Frances Douglas
"Flash," Toronto



W. G. ("Woody") Case
"Chinook Winds," Calgary



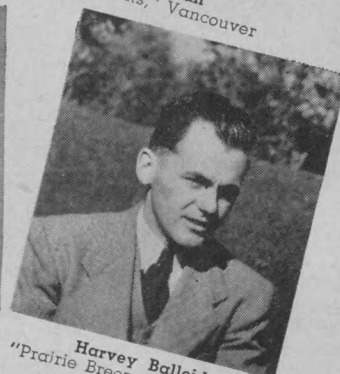
David Loughnan
"Coastal Currents," Vancouver



Mary H. Vinton
"Eaton's Hamilton Bi-Weekly"



Charles Grant
"Entre Nous," Montreal



Harvey Balloid
"Prairie Breezes," Saskatoon



Helen Saunders
"The Edmontonian," Edmonton



Cam Robinson
"Gossip," Toronto



Stuart Gillis
"Mari-News," Moncton



Regina Mielens
"Ekcoes," Hamilton

GREETINGS, FELLOW EDITORS

From the Maritimes to the Western Sea!

As you write "30" for 1949, we send you the age-old greeting

A Happy New Year!

And may 1950 bring you all that you wish for yourselves.

Throughout the year we have read each issue of your "brain children"—always with pleasure and often with profit. We share your problems of production; the nagging deadline; the embarrassing faux pas. We also share that inner glow of satisfaction that steals over an editor when, after a series of "jinx" and frustrations, he manages to sweat out a good number.

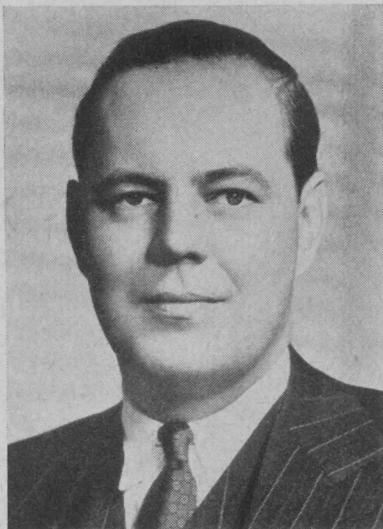
Before us lie the blank pages of 1950, to be filled with the aims, activities and achievements of some 40,000 Eatonians.

May we succeed in imparting to our fellow employees a wider knowledge of this great Company . . . and may we also succeed in stimulating within each one a desire for a well-rounded-out plan of living!

Good Health and Good Luck!

—CONTACTS, Winnipeg

Greetings from Our President



I wish for all of you Eatonians and for all those near and dear to you, the Happiest of Christmases.

My warmest thanks to each of you for your loyal and hard-working diligence during this busiest season of the year.

May you enjoy your well-deserved Christmas holiday and all the blessings and good cheer we mean when we say—

**“A Merry Christmas and a
Happy New Year”**

John D. Eaton
President

Our General Manager's Christmas Message



THANK YOU, EATONIANS!

On behalf of the management, I thank each one of you for your support and enthusiasm throughout the year, and especially during the extra busy weeks of holiday shopping.

By giving your helpful, cheery best right up to the eleventh hour, you enabled the store to render traditional Eaton service: "*The greatest good to the greatest number.*"

May this be your merriest Christmas in years, and may the New Year bring you continued health and happiness.

Frederick



Mr. R. S. McCordick, general manager



Mr. W. G. B. Dailley, staff superintendent



"Those who aim only to get by, never get by those who aim to get ahead."

"OPPORTUNITIES WERE NEVER BETTER..."

Declares Mr. R. S. McCordick on Opening 1949-1950 Qualifying and Pre-Qualifying Courses

"There's no such thing as luck in the battle of business . . . the vital factor is whether you can create and produce . . . you can't stand still, you must go forward, ever applying yourself to the job at hand, ever preparing yourself for the opportunities that lie ahead." With these words Mr. R. S. McCordick opened the 1949-1950 Qualifying and Pre-Qualifying Training Classes in the educational department on Friday morning, November 25.

Mr. W. G. B. Dailley, staff superintendent, presided, and 56 Eatonians were in attendance.

As outlined in the introductory booklet, said Mr. McCordick, the purpose of these supervisory training classes is to prepare those who show promise of ability to take on further responsibility if and when the opportunity may come.

Train! Train! Train!

Stressing the importance of training, Mr. McCordick added that the Company had greater training facilities than ever before. The employment and educational offices had done their job well in supplying departments with the "raw material, slightly polished." It was up to departmental management to train the new staff and such training should never cease. "The knowledge you receive in these classes must be passed on every day," said Mr. McCordick, "and you should also consider the importance of this training to yourselves." Our general manager declared that opportunities for advancement in the Company were never better. Last year some fifty members of Winnipeg staff had been transferred to better positions in other branches. Every manager or executive transferred or retired created an opportunity.

Keep Alert on the Floor!

Alert and effective supervision "on the floor" was also stressed by Mr. McCordick. There is no better place to get ahead. "If you're alert," said he, "stocks will be better, customers will be better pleased and we'll have better business."

Why You Are Here

"This course means study," emphasized Mr. Dailley, in pointing out the vital necessity of class

members reading the educational books provided. "We're endeavouring to make you young people think, so we can get something out of you for the store in the years to come. You're working on a system created by the thought and effort of your predecessors over the past eighty years. Nothing is being done today that cannot be done better . . . think of something new so that forty years from now you can say, 'Yes, I'm the father of that.'"

The Essence of Management

—said Mr. Dailley, is to be able to get along with people, to inspire them to work whole-heartedly, to discipline them constructively to be able to bring out the best in people, while soft-peddalling their weak points.

"Keep your self-starter in first-class working order . . . don't have to be pushed along"—was also sage advice.

Referring to Mr. McCordick's address to the class, Mr. Dailley said that our general manager was a typical example of what can be accomplished by a young man with the will to do. He (Mr. McCordick) had started with Eaton's as a "Christmas extra." By dint of hard work, a driving enthusiasm and a capacity for leadership he had risen to top management.

Thanks for the Courtesy!



Christmas with its hustle and bustle, and shoppers loaded down with holiday bundles, is a time when a little courtesy goes a long way. As one writer puts it, "The value of the courteous 'thank-you' in helping to smooth the rough edges in our lives of hurried contact with each other can hardly be estimated." Here are a few written and telephoned messages from customers thanking Eatonians for their courtesy.

Take a Bow, Miss Collett!

A telephone call to the superintendent's office from a very satisfied customer, commended MISS MARY COLLETT (drugs) for the good service she had shown. "Miss Collett did everything she could to make shopping enjoyable for my mother and myself, and we would like to thank her," the customer said.

* * *

"Here Comes the Bride!"



For a bride, the days just before her wedding are exciting and never-to-be-forgotten. For the bride's mother it is a pleasant but busy period of preparation. Therefore she appreciates very much any help she is given. This is the case of one mother who wrote Eaton's to thank the many sales people who helped her to plan and arrange her daughter's wedding.

* * *

The following people were commended by this customer for their courteous help in selecting the things needed: D. E. McPherson (china), J. Cooper (furniture), T. Pearen and Mrs. J. Madden (draperies), Mrs. S. Heisler (electricals), R. N. Gregg (head of department, pictures), F. O. L. Wicks (supervisor, millinery), Miss F. Hamilton (millinery), Misses I. Walters, M. Revie, C. Stone, Mrs. C. Henry and Mr. W. G. Despard (supervisor, sports-wear), Miss B. Vance (lingerie), Miss W. Wener and Mrs. Martha Klymochko (beauty shops), J. Still (women's shoes), Miss L. Martin (hostess shop), Miss M. Gillespie (drugs), Miss N. Patterson (gloves), Mr. R. Murray (men's furnishings), Mr. J. Paterson (men's clothing), Mr. G. Tipp (custom tailoring), and to the men in the garage.

This customer reports that she has always been an Eaton buyer and for the past thirty years has had continuous satisfaction. Thanks to the above-mentioned Eatonians for their outstanding team service.

* * *

Thanks To a Driver

"We would like to show our appreciation to a driver, MR. HERBERT BRYDGES, for his service to us, which is always cheery and obliging," writes a St. Vital customer. "We are sure that he is a valuable man." Congratulations, Mr. Brydges!

Eskimo Children Say Thanks

The Eskimo children who visited Eaton's Toyland during the Christmas season and who are patients in a Winnipeg hospital, sent their thanks to the Company through one of their nurses. Eaton's supplied one of two cars to transport the children to the store and then to the R.C.M.P. Barracks. While here they each received a small gift which they excitedly told their fellow patients about on their return to the hospital. The nurse reported: "Though at times they don't show their emotions, they really enjoyed their trip."

* * *

Thanks from another customer were also extended to MRS. MAY ADAMS (interior decorating), who helped her in many little details regarding the furnishings of a new home.

* * *

A Letter From Missouri

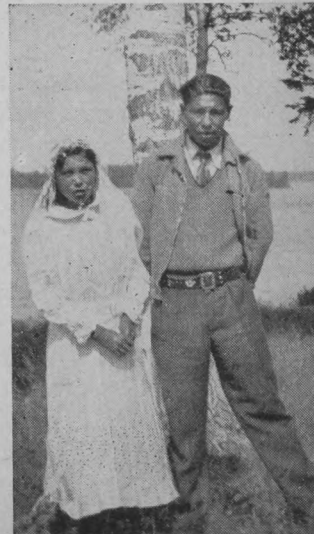
A letter from far-away Kansas City, Mo., was received in the big store during the month to give thanks for courteous service. "While I have travelled far and wide, I wish to say that nowhere have I ever received the courteous treatment that I do from your employees in Eaton's," the customer writes. She sends a special thanks to MR. A. H. RICHARDS (linens) for his patient and obliging nature. She also commends MRS. MARIE AIME-SON (china) who, she says, "has served me for 30 years and has always been so courteous, willing and pleasant, assisting me whenever necessary and always with a lovely smile."

* * *

Hail "the Mail!"

The role the mail order plays in the lives of people living away from the big shopping centres is shown in the following little tale. An Indian couple residing at Island Lake, north-east of Norway House, were planning to be married, and the bride wished to have a white wedding.

So, not being near any store where she could personally pick her bridal finery, she wrote to Eaton's mail order for a bridal gown and veil. The bride is pictured at right just after the wedding ceremony. The picture was snapped by Hilda Neufeld, formerly with 1748, who is now residing at Island Lake with her missionary husband, William Neufeld. The bride was more than pleased with her outfit.





First 1949-1950 Good Deed Theatre Party

(For Description of Pictures, See Facing Page)



"IT WAS A HAP-HAP-HAPPY DAY..."

... For 2000 Eaton Good Deed Club Members Who Attended the First Winnipeg Theatre Party of the Season

"Didn't we have fun!" This comment made by one little girl on her way out of the Metropolitan Theatre Saturday morning, December 3, expressed the feelings of 2000 Good Deed Club members who attended the first theatre party of the 1949-50 season. Every seat was filled for the morning's entertainment and many late-comers had to be turned away.

Children Enjoy Cartoons

Festivities started with a 45-minute showing of "Bugs Bunny," "Tom and Jerry" and the other favourite cartoon stars performing on the screen. Then the regular Saturday morning club broadcast got under way from the stage.

Special guests at the broadcast were members of Kent's Accordion College, who played the opening and closing numbers on the program. Little Doreen LaCroix and Ronnie Saltess, both 7 years old, appeared on the program in black and red satin costumes with white fur trim, and stole the show when they sang and tapped to "It's a Hap-Hap-Happy Day."

Gold Star Winners

Feature of the morning was the presentation of Gold Star Award pins and gold wrist watches to 13-year-old Mervin Ennis, of Treherne, Man., and 14-year-old Marilyn Bisiuk, Winnipeg, for the most outstanding good deeds of the week.

When fire broke out in the barn on the farm where Mervin stays, he bravely went into the blazing building and helped the men bring all the livestock to safety. It was through Mervin's unselfish efforts that all the calves were saved.

Marilyn, on her return to Winnipeg this fall, found a billfold containing \$140 as well as a return ticket to Toronto, in a telephone booth at the station. Hoping that the owner had not left the city, she turned it in immediately. For these two acts, one of courage and one of honesty, these two young people were enthusiastically applauded.

Audience Delighted

Other performers on the half-hour broadcast included 7-year-old Jeanette Roberts and 6-year-old

Sandra Hiebert and Sandy Malmgren. Jeanette, dressed in a dainty little fairy costume, told the children about "The Teddy Bear's Picnic," while Sandy and Sandra, in beautiful pink and green dresses, sang and danced the "Hop Scotch Polka."

The Scotch lassies and laddies in the audience loved "Toorie on His Bonnet," sung by Miss Patsy Osborn, while the Irish supporters had their come-back when Miss Louise Gauthier sang "MacNamara's Band." Other performers were Beverley Ann Underwood, Ronald Ketter and Evelyn Dobruskin, who sang "Christmas Cavalcade," a song specially written for the Good Deed Club and introduced on its program. Norm McBain, CBW, was announcer; Miss Joan Sherman, Good Deed Club secretary, and Miss Edna Middleton were in charge of arrangements.

* * *

Description of Pictures on Facing Page

Top Row—Left: "Here I am," a mother calls to her child after the broadcast. Right: A section of the cheering audience.

Second Row—Ken's Accordion Band swings into action. Norm McBain, announcer, is seen in the foreground.

Third Row—Left: Ronald Ketter and his accordion. Centre: Doreen LaCroix and Ronnie Saltess assure the audience that "It's a Hap-Hap-Happy Day." Right: The talented young people wait their turn on the program.

Fourth Row—First: Miss Louise Gauthier gives the Irish something to sing about. Second: A member of the accordion band. Third: A true Scotch lass is Patsy Osborn. Fourth: Sandy Malmgren and Sandra Hiebert tap a little.

Lower Row—First: Jeanette Roberts tells about a picnic. Second: They are having a good laugh backstage. Third: Evelyn Dobruskin sings the Christmas Cavalcade. Fourth: Beverley Ann Underwood recites a Christmas poem.

Eaton Riders Stage Annual Fall Dance

Tuesday, November 15, was a big occasion for the Eaton Riding Club. It was the evening of their annual fall dance held at Patterson's Barn. Over 90 turned out for fun and frolic and that is just what they got.

Square dances called by Glen Frane of the Buccaroos proved lively entertainment and good contrast to the waltzes and fox-trots. Ray Monteith, president, acted as master of ceremonies. The door prize, a pair of figurines, was won by James Teeple.

The dance concluded the club's 1949 season. Activities will get underway again at the end of January when an opening dinner will be held and a new slate of officers elected. Anyone interested in joining may contact any of the following committee members: Ray Monteith (men's wear), Mildred Carlson (hosiery stockroom), Ruby Williams (notions), Shirley Gregg (shopping service), Bella Nash (mail order freight routing), Jean Sutherland (mail order packing), Vi Hood (mail order packing), Frances Monteith (hosiery), Edith Course (service bureau) and Madeline Doyle (supply office).





Mr. G. G. Hodges

Mr. L. C. Rideal

Mr. I. McEachran

Mr. J. van Roomen

Welcome Visiting Eatonians!

Many of us have had the pleasure of meeting that distinguished Eatonian, Mr. Percy Portlock, supervisor of the Company's European buying offices, during his frequent visits to Canada. It was an added pleasure when on his latest trip, Mr. Portlock introduced four representatives from his buying division who accompanied him. They were: Mr. L. C. Rideal, of London and formerly of Berlin buying office; Mr. I. McEachran, also of London; Mr. G. G. Hodges, Manchester, and Mr. J. van Roomen of Paris.

Under Mr. Portlock's direction these four overseas' Eatonians are making a trans-Canada tour of the Company's branches. Mr. Rideal had previously visited Canada, but it was a "premiere" for his three associates.

Those connected with the London and Manchester offices buy for Eaton's in Norway, Sweden, Denmark, Germany, Poland and Czecho-Slovakia; while Mr. van Roomen buys in Holland, Belgium, France, Switzerland and Italy.

All were modest to the point of reticence about their activities during the war, but we did manage to learn that Mr. Rideal held (and still holds) the rank of Commander in the Royal Navy with a distinguished record.

Enlisting as a private, Mr. Hodges rose to the rank of major; Mr. McEachran was a captain in the same regiment as Mr. Hodges and won the Military Cross. Mr. van Roomen enlisted in the French army and spent five years in Germany as a prisoner of war.

Finally, here's an incident appropriate of the season which Major Hodges recalls with pride. It was Christmas Eve in Burma and with the British position surrounded by Japs, it looked like poor pickings so far as Yuletide cheer was concerned. Suddenly an R.A.F. plane zoomed down out of the night and dropped a parcel—a real Santa Claus special—for Major Hodges "with best wishes of the President and Directors of The T. Eaton Company."

* * * *

Happy to Meet You, Mr. Murray!

A visitor to Winnipeg in late November was Major D. M. A. Murray, manager of the furniture department in our Company's Victoria, B.C., store.

His visit coincided with the visit of his brother, the Right Honorable Sir Andrew Murray, O.B.E., J.P., who was a much-feted guest in Winnipeg for the first three days in November. Sir Andrew is Lord Provost of Edinburgh, Scotland.

Mr. D. S. McKellar of our housefurnishings merchandise office, had the pleasure of showing Sir Andrew around and describes him as a very "charming fellow." And that also goes for Mr. Murray, the Eatonian, who is a veteran of two World Wars.



Mr. D. M. A. Murray



Top Row—Left: Mr. W. B. Pickard addresses the boys and girls. At right are Mr. J. R. Bell, deputy minister of agriculture; Mr. Gordon Muirhead, chairman; Miss Doris Baskerville, extension service; and Mr. A. H. Young.

Second Row—Left: Ann Stewart, accordionist. Centre: Jean Huston, Snowflake, Man., thanks the Company for hospitality extended the visitors. Other pictures show glimpses of the young agriculturists.

Agriculturists In The Making

102 Boys and Girls Guests of Eaton's During Winnipeg Club Week

"Your vocation in life (agriculture) is much more important to Canada than anything else we have," Mr. W. B. Pickard, superintendent, told 102 young people representing boys and girls farm clubs throughout the province, who were guests of the Manitoba government extension service and The T. Eaton Company during the week of December 5. Pictures above show the budding agriculturists attending a luncheon in Eaton's assembly hall during which Mr. Pickard was guest speaker.

Chairman Gordon Muirhead introduced the following guests at the head table: Mr. J. R. Bell, deputy minister of agriculture; Mr. N. C. McKay, director, extension service; Mr. Walt Fraser, assistant director; Miss Doris Baskerville, in charge of girls' club work; Mr. W. B. Pickard, superintendent, and Mr. A. H. Young, mail order superintendent, Eaton's.



Left Picture

Mr. Williams (left) receives a movie camera from business associates, presented by Mr. R. M. Pinfold, assistant general manager.

Right Picture

A projector and screen for the camera is presented by Mr. Jack Aker on behalf of notions and fancy goods staffs.



Forty Years an Eatonian!

MR. SAM WILLIAMS Honoured by Management and Staff

It was a cold December morn in 1909 when Sam Williams, a serious-minded teen-age youth got notions into his head and, leaving his job with a wholesale dry goods firm (with some trepidation) started his career with The T. Eaton Company in the notions and fancy goods. On December 13, 1949, or 40 years later, we find Sam Williams has risen to supervisor of five departments at Eaton's.

As he stood before an assembly of executives, supervisors and group managers in the ninth floor board room, Sam readily admitted that switching jobs four decades ago was a smart idea.

To mark Mr. Williams 40th anniversary, Mr. R. M. Pinfold, assistant general manager, presented him with a movie camera on behalf of the gathering.

Mr. Williams is a shining example of what patience and perseverance can accomplish, said Mr. Pinfold. "On behalf of the Company, I want to congratulate you on completing 40 years' service and to thank you for a very creditable record."

Mr. Pinfold then read a batch of congratulatory messages from all branches of the Company as well as from business connections.

Distinguished Military Record

"Apart from Mr. Williams' civilian accomplishments," said Mr. Pinfold, "he also had an outstanding career as a soldier.

"Originally enlisting as a trooper (or buck private) with the Fort Garry Horse, Sam Williams soon rose to the rank of lieutenant. In order to get overseas more quickly, early in 1915 he reverted to the ranks and transferred to the Strathcona Horse.

"Proceeding overseas shortly after, he rose to the rank of Captain and was awarded the Military Cross.

"In World War II Mr. Williams held the rank

of major and second in command of the Veterans' Guard (Reserve)."

Thanking his associates and reminiscing a bit, Mr. Williams told of the organization of the notions department in Toronto store less than 50 years ago when the first day's sales were \$16.00.

It had been a great privilege to work for the Company and he was very happy in the friendships he had made.

Staffs Surprise Their Chief

As the "top brass" dismissed, Mr. Williams was spirited across the hall to the lounge where representatives of his departments were gathered. Here Mr. Jack Aker, head of departments 22 and 24, took over.

"I've worked with him, golfed with him, and even stood up for him at his wedding," declared Mr. Aker, in eulogizing his chief, "and you won't find anyone more fair and square, more approachable anywhere."

Mr. Williams was then presented with a projector and screen for his movie camera, the gift of 22, 24, 222, 224 and 1024 departments. "Any success I've had, I share with you," said Mr. Williams in warmly thanking his staffs. "I appreciate more than I can tell you, the happy relations we've always enjoyed."

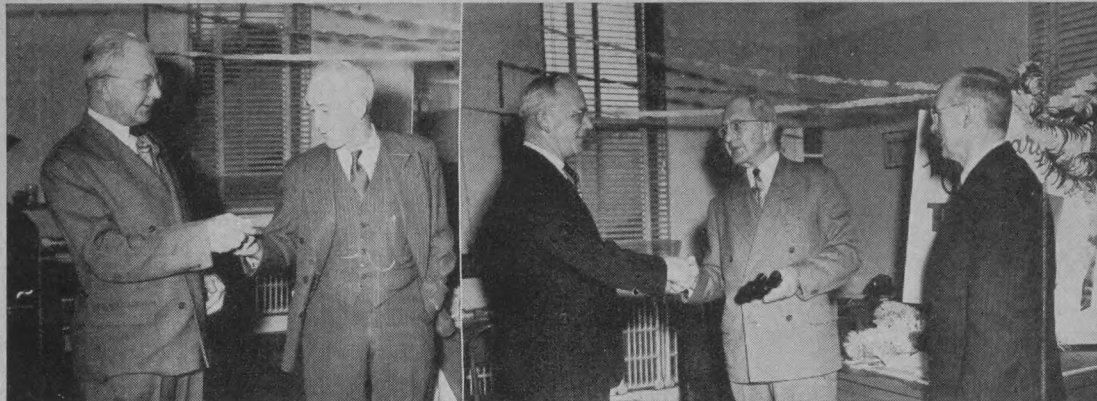


Maude Egan Says Good-bye

On Saturday, November 19, Jennie Maude Egan (millinery) put on her hat and called it a day. An Eatonian for 25 years, Maude has always been a member of the millinery staff.

As a parting gift, Miss Egan was presented with a lovely handbag from the department, Mr. A. R. Chalmers, assistant, acting in the absence of Mr. F. O. L. Wicks, supervisor. Maude was also the recipient of several individual gifts, and telegrams wishing her the best of health and happiness in the days ahead. A native of Manitoba, Maude Egan joined the Eaton Quarter-Century Club on March 20 of this year.





Left Picture—Mr. McBryde (left) receives a Ronson table lighter presented by his chief, Mr. A. D. MacDonell.
Right Picture—Mr. Reg. Godwin (left) and Mr. Charlie Donnelly present a gift from the men's hats staff.

35th Anniversaries

MR. T. P. MCBRYDE

Head of Department, Staff and Welfare

Always a friendly place to drop into, the welfare office took on a festive air on Wednesday morning, December 14, the occasion being the 35th anniversary of Mr. Tom McBryde, head of department. Standing before his desk, which fairly glowed with silver and gold trimmings and a big congratulatory card, Mr. McBryde received the greetings of his many friends. Letters and wires also added the felicitations of out-of-town Eatonians.

Presentation of a "posh" looking Ronson table lighter was made to our hero by Mr. A. D. MacDonell, supervisor, with the best wishes of the welfare, employment, educational and nurses' staffs. Mrs. McBryde was also remembered with a lovely bouquet. Another happy note was the arrival of Mr. Reg Godwin and Mr. Charlie Donnelly who presented Mr. McBryde with a pair of binoculars on behalf of the men's hats department over which the latter presided for many years.

Thanking his associates for their handsome gifts, Mr. McBryde spoke of the friendships he had enjoyed among us and the privilege it was to work with Eaton's. "Young people starting a career could not find a better firm," he added.

Born in England of Scottish descent, Tom McBryde is a veteran of World War One. Woodworking is his particular hobby and the McBryde summer home at Galloway Bay on the Winnipeg River has many evidences of his artistry.

* * * *

MR. ALFRED P. CORTENS

A driver in the south of Portage area for over 34 years, and latterly a member of the box factory staff, Mr. Alfred Cortens celebrated his 35th anniversary with Eaton's on November 25th. To mark this milestone of service a presentation of an easy chair and footstool was made to Alf by Mr. Harry Clarke, supervisor, on behalf of the box factory gang.

A "Taffy" from Cardiff, S.W., and a veteran of World War One, Alf Cortens is the proud daddy of nine children, all living. He's also proud that at one time all nine were on the Eaton staff. On his big day Alf was the guest of honour at two parties—one held by the box factory, the other by his former associates, the drivers.

Mr. A. P. Cortens

Congratulations on Your Thirtieth Anniversary

Miss Mary G. Thomson (service groceries).....December 8
Mr. John R. Speed (drivers).....December 8
Mr. Alex Murray (supervisor, engineers).....December 23

Eleven





Timothy Eaton

Quarter Century

Club

Inaugurated 1919



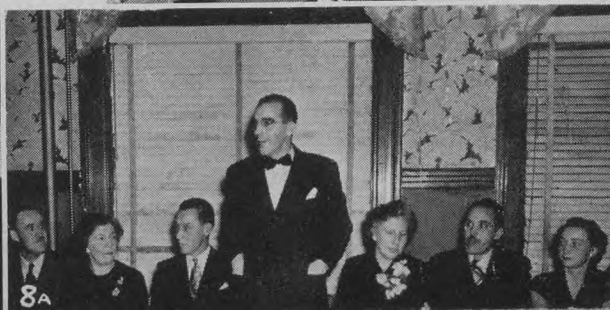
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DANIEL DE MONTIGNY

As a woodworker and cabinet maker, Mr. Daniel De Montigny (mail order packing) turns out some fine work in his leisure hours. So when his quarter-century anniversary rolled around on December 9, his associates wanted to present him with something he would really appreciate.

An electric motor was decided on and graced his decorated desk on the big occasion. The motor will make a fine addition to Mr. De Montigny's workshop in his basement.

A North Dakotan, Mr. De Montigny was born in Wild Rice. He has always been with the mail order packing where he also does some carpenter work and repairing fixtures. Besides woodworking, he enjoys gardening.



Welcome to the Quarter-Century Club

① WINIFRED ANNE EVERETT

An English lass from Lambeth, Miss Winifred Anne Everett (china) is one of the newest members of the Eaton Quarter-Century Club, having received her official certificate on December 5. As an anniversary tribute, Miss Everett was presented with an eight-person dinner set in the "Arcadia" (Doulton) pattern from her department associates. She also received many individual gifts.

An active person, Winifred Everett divides her leisure time between indoor and outdoor interests. An ardent reader and theatre goer, she is equally enthusiastic about skiing, canoeing and walking.

② EDNA MAY SMITH

On Monday, December 5 (actual date December 4), Miss Edna Smith (budget plan) became a member of the Eaton Quarter-Century Club and in honour of the occasion was presented with a pair of handsome fitted travel cases as a memento from the staff. Mr. W. J. Thomson, head of department, presented the gift and extended his warm personal congratulations.

A number of lovely individual gifts also found their way to Miss Smith's desk which associates had gaily decked for the occasion.

Born in Little Hampton, Sussex, Edna started with Eaton's as a parceller. Three years later she joined the cashiers and finally in 1938, the budget plan office.

Keenly interested in the cultural things of life, Miss Smith has a penchant for good literature. Also does clay work and likes to cook. Photography is another active interest — but when we asked for her own photograph, she gently but firmly shook her head (now isn't that just like a woman!).

③ AUSTEN WILLIAM PUXTY

"During my years here at Eaton's I have met many Eatonians, both managers and fellow workers, and I have found them all grand folk," Mr. Austen William Puxty (basement meats) declared on his quarter century anniversary, November 24, when his associates gathered to honour him. Mr. Puxty was presented with a radio as a gift from his department, Mr. W. Hodgson, supervisor, acting for the staff.

Then, on November 30 when Mr. Puxty decided to "call it a day" he was presented with a handsome pen and pencil set.

Born in Ticehurst, Sussex, England, Bill Puxty is a widower. He proudly reports that his wife was at one time a court dressmaker for the wardrobe of Queen Alexandra. Mr. Puxty sends the following wish for those he leaves behind, "Here's to you, Eatonians all!"

④ NELL DAVIS

What with a handsome cedar chest, a gorgeous blouse, handbag and other gifts from her fellow workers, the quarter century of Nell Davis (1100 department) was a memorable event November 17.

Born in Rye, England, as a young girl Miss

Davis played juvenile roles on the professional stage. She recalls with pride her appearance in "Shadows of the Great City," "The Streets of London" and other well known dramas of those days.

Today her hobbies are singing and knitting.

⑤ NAOMI ELCOMBE

One of the Eatonians who joined the big store during the Christmas rush and stayed to celebrate 25 years here is Miss Naomi Elcombe (drugs) whose anniversary fell on Monday, December 5. In honour of the big day, the department staff gathered in the drug office to present her with a lovely gold wrist watch, Mr. G. P. Blakeman, supervisor, making the presentation.

That evening a group of Miss Elcombe's friends held a party for her and gave her a set of earrings and pin to match. Born in Winnipeg, Miss Elcombe is a lover of the celebrity concerts and a great reader, being a member of the Book-of-the-Month club.

⑨ JOHN ERNEST EDWARDS

There was a general meeting of the engineering clans in the pump room on Monday morning, December 13, to celebrate the quarter-century anniversary of John Ernest Edwards, known as "Ernie." (Actual date, December 12.) On behalf of the boys, Mr. Alex Murray, supervisor, presented Ernie with a lovely torchiere lamp and the best wishes of his associates.

Mr. Edwards has been with the engineers since joining the Company. He spent 24 years in the boiler room while for the last year he has been in charge of the mail order freight escalator.

Gardening, camera work, hockey and baseball are all included in Ernie's leisure-hour activities. Twenty-five years have seemed all too short to Ernie and he says, "I have enjoyed working for such a wonderful Company."

REUBEN S. VAN CAMP

(No picture)

A friendly, obliging member of our meat department, Reuben Saunders Van Camp joined the Eaton Quarter-Century Club on November 24.

As Van was away ill at the time, Mr. W. Hodgson, supervisor, made the presentation of a mantel radio to him at his home. This gift was a delightful surprise from Mr. Van Camp's fellow workers.

Born in Inkerman, Ont., Van has spent his entire 25 Eaton years with the meat department where he is well known to countless Winnipeg shoppers.

The Van Camps have two daughters, Irma (Mrs. P. Wright), and Arleigh with the stationery, and a son, Robert.

Van gardens, curls and is a member of the St. Vital Branch, Canadian Legion. Here's hoping you'll soon be feeling in the pink again, old-timer!

(Continued on Page Fifteen)

WRAP IT UP!

Mr. Frank Cowley Addresses Assistants on European Buying

"The frequency with which goods are wrapped up determines the success of all of us in the Company." The speaker, Mr. Frank N. Cowley, supervisor of the sporting goods department, was addressing the Assistants' Association at their monthly dinner meeting on Monday evening, December 5, in the grill room.

President Bill McKerchar was at the controls and welcomed the following new members: W. B. Cable, children's shoes; A. Tisdale, cartage; W. E. Chalmers, stock audit; E. J. Wall, mail order cashiers, and T. A. Carstens, garment factory.

A report by the committee to study sales and service and the recommendations made, was read by Mr. George Firth. Following dinner accordion solos by Bill Komar (radio department) were keenly enjoyed.

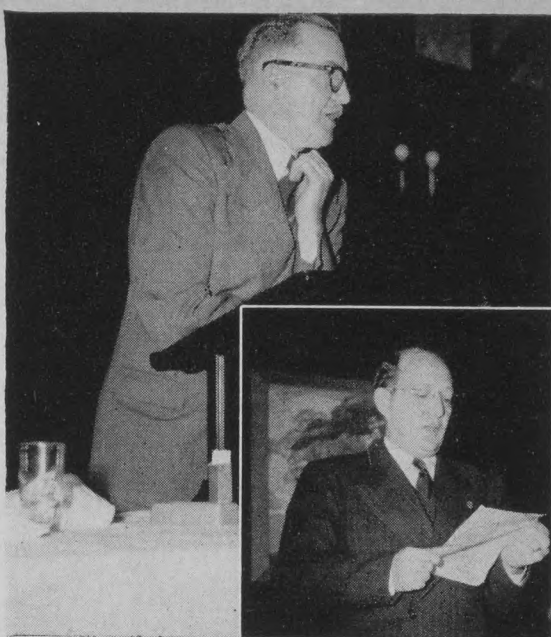
Introducing the guest speaker, President McKerchar said that Mr. Cowley had started with Eaton's in 1920 and risen to the rank of supervisor. Mr. Cowley had also served in two world wars, added President Bill, and in the last war held the rank of Lt.-Col. with the R.C.A.P.C. in Italy.

A Buyer's Responsibility

"Representing the Company in overseas markets entails a great responsibility to the buyer and his staff," said Mr. Cowley, in introducing the theme of his address, "Wrap It Up!"

"A buyer must find out from his sales staff what Mrs. Smith and Mrs. Jones want us to buy. When merchandise arrives, if sales people enthuse over it and customers say "Wrap it up," the buyer's success and the store's success is assured.

Mr. Cowley then gave many helpful points on travel, touched on Britain's austerity, and spoke of the warm reception given buyers by the Eaton buying office representatives in London and Paris. The speaker dealt most ably with the varying post-war problems of European countries. He also gave interesting word pictures of Norway, Sweden, Switzerland, Belgium and the United Kingdom.



Top Picture—Mr. F. N. Cowley, guest speaker.
Inset—Mr. George Firth reads assistants' report on sales and service.

His listeners were fairly enthralled as Mr. Cowley told of the contrast of medieval with modern in Sweden's industrial centres; of Norway's joy on being released from German occupation, of her famed ski runs and factories; of Switzerland's courtesy; the happiness of her people which is reflected in the colour and designs of the beautiful woollens and other prestige goods made by the Swiss.

Concluding with a brief but comprehensive outline of conditions in Britain, Mr. Cowley said that despite continued shortages, her people kept going because they "made a joke of it." But Britain would never be happy until free from debt. "She will pull through like a duckling will swim, because she knows nothing else," declared Mr. Cowley.

The British workman has his roots in the soil—each his little garden plot—"Let not ambition mock their humble joys," quoted the speaker from Gray's Elegy. "Britain has long-range plans to bring back prosperity," Mr. Cowley added as he told of the model factories and welfare programs for the workers.

As the applause indicated, Mr. Cowley's address was one of the ablest and most interesting in the history of our Assistants' Association. Again "Thank you, sir!"

THANK YOU, MR. YOUNG!

"The T. Eaton Co. Limited, Winnipeg, Man.

"Brancepeth, Sask., November 30, 1949.

"While in your city during November, I visited your store in search of parts for my cream separator. I was taken to the proper department. The man in charge wouldn't give me what I asked for as he knew I was wrong. He gave me what he said the separator required. When I got home I put these parts on my separator and your clerk was right—the separator is now O.K. What he gave me cost just one-third of what I asked for.

"I also saw your Santa Claus parade. Both the parade and Santa's reception in the store is the most humane kindness I ever saw, especially towards little children, and that's the big secret. (Signed) George Young.

Mr. R. B. McIrvine, head of department, in sending Contacts the above letter, adds:

"The customer is always right! Although, sometimes it is necessary to convince him that he is wrong. When an employee knows his merchandise this is sometimes beneficial to our customers, as was the case in the above letter received from Mr. Young. The Eatonian concerned in this transaction was Bill Page, department W55, No. 6."

Mr. Young's remarks regarding the spirit of kindness exemplified in our Santa Claus parade and throughout the store is interesting to note.

What's Your Job?

Camera Man ... ERNIE MOREY

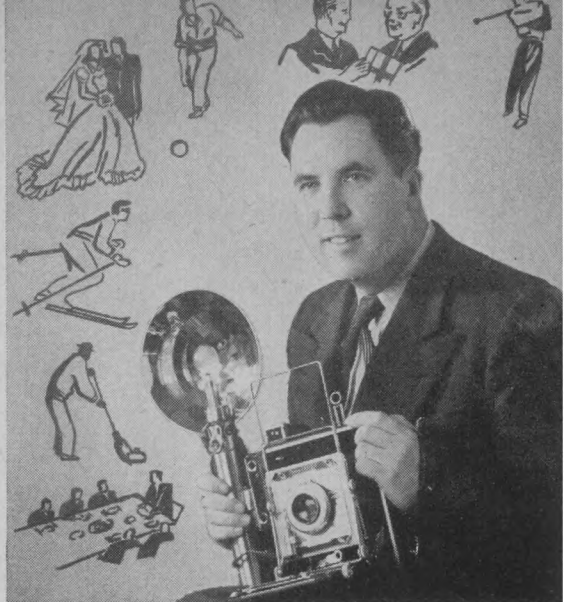
This young feller has been around here for quite a spell, but since he's the quiet-mannered, hustling type, some of you mightn't have caught up with him yet.

Winnipeg born, Ernie, who is now head of department, photo workroom, started with Eaton's on roller skates and he's been rolling ever since. After a few years of making window shades and working in the freight shipping, he went to the camera counter.

Joining the R.C.A.F. in 1940, he served overseas with bomber command, went on to photographic research, took pictures of Their Majesties, members of the Royal Family, and other celebrities. Today you'll see Ernie dashing around the store and mail order flashing his camera and likewise flashing that friendly smile that gets co-operation from his "victims."

He then hurries back to preside over the photographic workroom—one of the most modern in the west—with its continuous processing equipment, electric eye, new automatic album printer . . . a plant that turns out several thousand photo-prints daily with its usual 24-hour service. Not only does this workroom cater to amateur camera lovers of Winnipeg, but also to mail orders from Port Arthur to Vancouver. Add to that commercial photography, pictures of construction, displays, presentations, weddings, not forgetting the professional side of the business, or finishing and developing of portraits from the Eaton studio.

One of our most likeable, level-headed and obliging young Eatonians, Ernie lives in St. James, has a son and a daughter, and his wife is a "wonderful cook." He used to ride a motorcycle, but today his leisure hours are devoted to photographic colour and music—especially that remarkable instrument, the "solo vox."



Welcome to the Quarter-Century Club

(Continued from Page Thirteen)

⑥

ROBERT HUTTON

A genial, husky outdoor-loving Scot with friends in every quarter, Bob Hutton, assistant in the mail order sporting goods, celebrated his quarter century of Eaton service on December 6. And we mean celebrated!

First came the presentation of a beautiful silver tray. This was made by Mr. Bill Wilson, head of department, on behalf of Bob's associates in 61 and 27 departments. Mrs. Hutton (the former Laura Johnson, general office) also was presented with a handbag as her share of the honours.

That evening the department stood Mr. and Mrs. Hutton to a dinner at the Marlborough Hotel. Mr. Fred McKenzie presided. Also an honour guest was Mr. Tom Hembroff who recently celebrated his 30th anniversary, and Mrs. Hembroff.

Present on this occasion were Mr. F. N. Cowley, supervisor, and Mrs. Cowley, and Mr. Alex Barry.

As a "clincher" the sporting goods gang held a dance for Bob and Mrs. Hutton in the West Kildonan Legion Hall on Saturday evening, December 10.

Acting-sergeant with the Royal Winnipeg Rifles during World War Two, Bob Hutton is an ardent golfer, fisherman and hunter.

⑧

ROBERT ROBERTSON

(Head of Department Mail Order Jewellery)

On Saturday night, December 10, the Empire Chateau was the scene of the first gathering of the jewellery staffs—retail store, mail order and factory. The occasion was a surprise celebration for Mr. Bob Robertson in honour of his quarter-century of service with the Company.

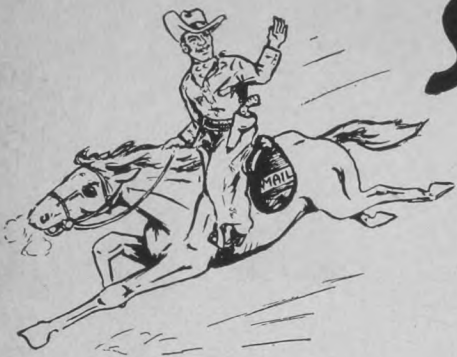
Sergeant Jack Graham piped Mr. and Mrs. Robertson to the head table where Mr. Alex Cranston, head of department, store, presided. Miss Jean Farr then presented Mrs. Robertson with a beautiful corsage.

After a delicious chicken dinner, Mr. Cranston paid tribute to the co-operation enjoyed by the departments, traced the career of our honoured guest, and read a few of the many congratulatory wires sent from friends across Canada.

Presentation of a lovely painting was made to Mr. Robertson by Mr. Jack Donnett. Responding, the guest of honour expressed thanks on behalf of Mrs. Robertson and himself. Entertainment by that peerless pair, Roy Firth and Tommy Laidlaw was keenly enjoyed and the evening closed with dancing.

Picture 8a (page 12) shows a glimpse of head table at dinner. Mr. Alex Cranston is addressing the gathering. Left to right: Mr. Jack Donnett, Mrs. Cranston, Mrs. Robertson, Mr. J. Yelland, Mrs. Donnett.

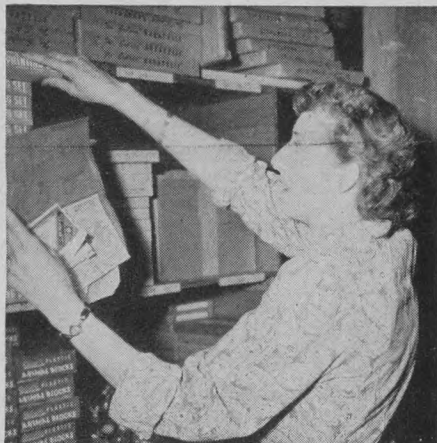
SPEEDING THE C



When at last Christmas morning dawns, little Mary Smith's eyed doll with the wonderful golden curls that she ordered for the family, too, even though shopping centres are far away, towering truckloads of Christmas parcels to out-of-the-way towns and despatch just as though Mrs. Smith were right at Eaton's (the parcels taken in the mail order packing) that show Mrs. Smith



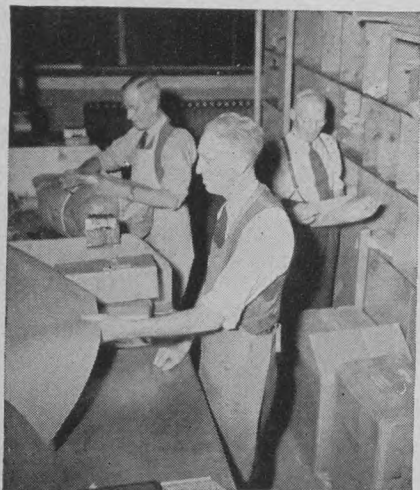
Slicing—swish! This little machine opens Mrs. Smith's letter and several thousand others in an hour. Pictured are Margaret Milne, who has five years with Eaton's, and Chris Vicklund, four years. From this first operation begins a swift, sure journey through the remarkable mail order system.



The camera caught Mrs. Lorraine Miller filling orders. A grandma, and the youngest one we've ever met!



Mary Smith's dolly gets a tender being wrapped by Nancy Chafford of mail order toys. Nancy is a bride who met her Canadian husband when he was on leave.



Special orders—those requiring extra care, extra speed. In foreground is Frank Buckley, 36 years' service, who has a son in university; likes gardening and photography. Beside him is Art Farrier, 38 years' service; likes boxing and wrestling. At right is Jack Pidgeon, 30 years with Eaton's; active in Scout work for years. Three Eatonians who are "the salt of the earth."



Conveyor belt—Art Bailey presides here and coaches others in correct sorting. From here parcels are subdivided to another belt for re-sorting. It's a continual "breakdown" that speeds the system. All told, there's 3½ miles of belting!



Assembling—Bob McEachren (left) Eaton's. Has baby 11 weeks old. Lentle, 29 years' service. Each box is a customer's order. When orders are given to checker who re-checks then pushed through to packers.

E CHRISTMAS MAIL



Little Mary Smith, of Willow Vale, Saskatchewan, will find that big, sleepy-
 at she ordered from Santa Claus . . . and there'll be presents for the rest of
 s are far away. This is because our mail order staff is on the job sending
 out-of-the-way places every day. Every order, big or small, is filled with care
 right at Eaton's choosing for herself. Here are a few random "shots" (most of
 w Mrs. Smith's order and countless others being filled for Christmas mailing.



s dolly gets a tender glance before
 ped by Nancy Chudy (nee Ruther-
 order toys. Nancy is a Scots war
 met her Canadian husband in Edin-
 he was on leave.



The "trouble shooters"—adjusting overcharges,
 undercharges, to-follows, etc., are (reading
 from wall): Agnes Strom, 10 years with Eaton's;
 Georgina Burton, 10 years; Olga Dyk, 8 years,
 and Helen Younka, 5 years' service.



Mail packers—just a few of them. Bill Fer-
 nie (at back) takes new packers under his
 friendly wing and shows correct art of
 packing and wrapping. Third girl from left
 is Wilma Poulton who also teaches new
 girls.



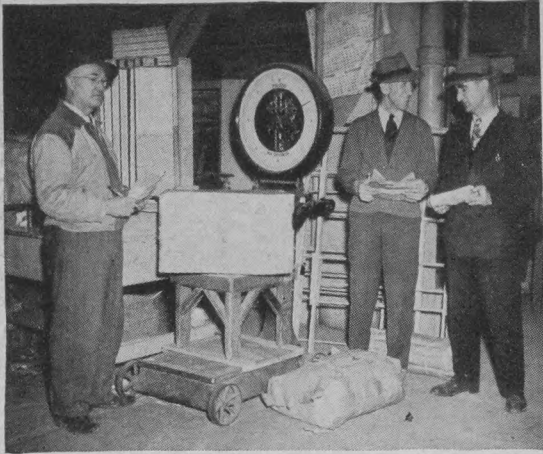
Bob McEachren (left), 31 years with
 baby 11 weeks old. At right is Sid
 service. Each box here represents
 order. When order is complete, bills
 checker who re-checks. Boxes are
 rough to packers.



Charlie Turner packs orders into
 hampers for despatching to 52
 Eaton offices scattered over the
 west. 29 years with Eaton's.
 Cricket is his favourite sport.



Scaling—Youth predominates here. Girls
 weigh and write weight on parcels for guid-
 ance of persons affixing postage. Elsie Ata-
 manchuk (left) is back to help out for the
 rush. Eileen Barnett (right). On belt at
 right top, automatic "wipe-off" graduates
 parcels as to size.



Top Left—Express and freight shipping. At right is Henry Higginson, 23 years with Eaton's and boss shipper. In centre, Bill Clarke, 29 years' service. Married, wife was Eatonian; they have two children. Weighing package is Arnold Blamey. Arnold has five children; golfs and curls.

Top Right—Sorting mail is Hugh C. Lonsdale, 36 years with postal service, 25 of them at Eaton's. Although Hugh hasn't the faculty of speech or hearing, he's a very pleasant, intelligent fellow and writes a beautiful hand!

At the peak of this pre-Christmas mailing there were 1,100 workers in the mail order packing alone. And do you realize that the Kraft wrapping paper consumed in a four-week period of Christmas mailing would make a strip one foot wide stretching from here to Los Angeles? Add to that 3,000 miles of twine!

A grand job of work not only by the mail order packing division, but also by all the staff of the mail order.

And away we go
to the trains!

Merry Christmas,
everybody!



Thank You For Writing and—

JOYEUX NOEL, MADAME DE VAN PAS!

The following gracious tribute written on a Christmas card, has just been received from a cultured lady who recently arrived from the old land:

"St. Alphonse, Man.

"I feel it my happy duty to send my most sincere wishes for a Merry Christmas and Happy New Year 1950 to all the personnel of Eaton's mail order as well as the store. I had the happy chance to come, during the summer, as an immigrant to this beautiful country, and since I have always been served with the greatest kindness and attention in your store, as well as by mail order, I would like to express my heartiest thanks to everybody in this way."

Our Editor Feted at Thirtieth Anniversary Stag

"That's 30 for tonight, friends". . . In words to that effect, Editor Bill Hurlburt summed up in modern radio-news talk, his modest disclaimer to the eulogies which had been showered upon him and his Contacts magazine by a group of old friends who made him their honoured guest at a stag dinner, held

Friday, November 18, at the St. Regis. Spark-plugged by Wish Houston and Finlay Tease, the group included Findlay Cameron, Gordon Angus, Perc Longstaffe, Clayton Tucker, Albert Sizeland, Jack Moir, Bob Laidlaw, Claude Osborne, Jack Newton, George Allan, Fred Wingate, Earl Ramsay, Tom McBryde, Bill Gray and Ed Adey.

Speaking on behalf of all the staff organizations, and particularly for the curlers, Wish Houston paid sincere tribute to Bill Hurlburt—the man, the editor, the interested friend who never found it too much trouble to attend staff functions and fun, and the editor whose magazine was the pride of every Winnipeg Eatonian and rated as "tops" in its field.

The guest of honour, as usual, made light of his talents and efforts, but "the boys"—and we are sure, Eatonians all—wish to take this opportunity to congratulate their editor not only on his 30 years with the Company, but on a grand job of putting out a fine magazine.

—W. E. G.

Editor Hurlburt was also honoured by the staff of the city advertising department when they gathered to present him with a brown desk set, complete with calendar, blotter, letter opener, and so on. Mr. J. P. Ellis, head of department, made the presentation. During the day, Mr. Hurlburt received many wires of congratulation and was visited by many of his friends around the store and mail order.

PHEW! Is all this about me? Well, guess I haven't much choice—but please notice I'm blushing.—Ed.



AGRICULTURISTS IN THE MAKING

(Continued from Page Nine)

Other guests of honour from the extension service were Miss Geraldine Milner, Miss Grace Atkins, girls' club work; Mr. Morley Douglas, in charge of the party, and Mr. Mervin Mitchell, poultry division.

Calf, swine, poultry, seed, clothing and other clubs were represented in this group of healthy, happy young Manitobans. And they came from Snowflake on the U. S. border, to Sifton in the Riding Mountains district; from the Saskatchewan to the Ontario boundaries.

In concluding a stirring address to the young people, Mr. Pickard said: "The T. Eaton Company is pleased to welcome you and to do its part so that you may enjoy your visit and profit by its educational opportunity."

Miss Jean Huston of the Snowflake Sewing Club, made a neat little speech of thanks for the Company's hospitality on behalf of her fellow members.

The boys and girls then left to visit the Free Press and Tribune newspaper plants. Among other trips on their agenda during the week was a tour of Eaton's mail order, and a demonstration of meat and poultry cutting by Mr. M. Morrow. We hope you enjoyed "Winnipeg Club Week," boys and girls, it was nice to have met you.

* * *

A thank you to Ann Stewart, accordionist, and to Jack Sutton, pianist, for your brief but highly enjoyable numbers during the foregoing luncheon.

Protect Your Life, Your Loved Ones . . .

Know About—ICE SAFETY!

Unsafe ice causes the loss of many lives each winter. A knowledge of these ice safety rules sent to Contacts by the Canadian Red Cross may save a life, may prevent some family from being stricken with the loss of a loved one during the happy holiday season.

The Danger Seasons

Ice over swiftly moving water is dangerous and is unsafe for skating, no matter how thick it appears to be.

Ice accidents occur most frequently at the beginning and end of our winter season because, "young ice" formed during the first freeze is **dangerously deceptive**. It looks safe enough but is not uniformly of sufficient thickness for safety.

1-inch: Keep off! 2 inches: **One** may!
3 inches: Small groups. 4 inches: O.K.!

Be Prepared

If you live near a body of water where an "ice accident" could occur, have readily available at all times a **reaching assist**—a long pole, rope, ladder, etc., and know how to use it!

If you **MUST** cross ice of unknown thickness, carry with you a long pole which would straddle the hole should you break through.

(Continued on Page Thirty-One)



The Homemakers' Page

"Be It Ever So Humble, There's No Place Like Home!" At Christmas, When Everyone Is Filled with a Spirit of Love and Good Will We Can Better Appreciate the Words of This Beautiful Song

Isn't it too true that during the rush of our everyday lives we sometimes forget how much home can mean to us? Quite often the family starts out the day by each grabbing a bite to eat and rushing off, only to return together in the evening for a hurried dinner so that club meetings can be attended and appointments kept. How many of you homemakers have wished that just for once the whole family could sit down for breakfast together?

There is one time of the year when this can be accomplished and that is at Christmas. Many families have already made a special ceremony of Christmas morning breakfast when all the family is home. This breakfast can be made a very special one—one that is looked forward to from year to year. By extra planning it can be truly a family party that will give just the right start to Christmas day.

And as a party means special food, here are a few menus and recipes suggested by Miss Louise Martin, B.S.H.Ec., grill room dietitian, to give you a true holiday breakfast. Any of these recipes will fit in nicely, too, for that New Year's breakfast party you are planning for your friends.

Holiday Breakfasts For the Family

MENU ONE

Broiled Grapefruit
Scrambled Eggs with Sautéed Kidney
Cinnamon Oatmeal Bread Coffee

BROILED GRAPEFRUIT

Prepare grapefruit and sprinkle each half with 1 teaspoon granulated sugar and 2 teaspoons brown sugar. Dot each with $1\frac{1}{2}$ teaspoons butter. Broil for 10 minutes or until golden brown.

CINNAMON OATMEAL BREAD

$1\frac{1}{2}$ cups flour.	1 teaspoon cinnamon.
2 teaspoons baking powder.	1 cup rolled oats.
$\frac{1}{2}$ teaspoon baking soda.	1 orange. 1 egg.
$\frac{3}{4}$ cup sugar.	Boiling water.
$\frac{1}{4}$ teaspoon salt.	2 tablespoons melted shortening.
	1 cup seedless raisins.

Sift together flour, baking powder, baking soda sugar, salt and cinnamon. Add rolled oats. Squeeze juice from orange, add enough boiling water to juice to make 1 cup. Add to flour mixture. Beat egg, add with shortening. Pour $\frac{1}{2}$ batter into greased pan, $8\frac{1}{2} \times 4\frac{1}{2} \times 2\frac{1}{2}$ inches, sprinkle with raisins. Add remaining batter. Bake in moderate oven (350 deg. F.) 50 minutes.

MENU TWO

Prunes in Grape Juice Cheese Rarebit on Toast
Popovers Strawberry Jam Coffee

PRUNES IN GRAPE JUICE

1 pound dried prunes. 1 pint grape juice.
1 cup water.

Wash and place prunes in saucepan with grape juice and water. Bring to boil slowly, cover and

simmer gently until puffed and tender. Do not add sugar. The grape juice adds sweetness. Chill. Serves six.

CHEESE RAREBIT

1 pound sharp cheese.	$\frac{1}{2}$ teaspoon of mustard.
2 tablespoons butter.	1 teaspoon of worcestershire sauce.
1 teaspoon salt.	2 eggs. $\frac{1}{4}$ cup milk.
Dash of cayenne.	

Cut cheese fine, add to melted butter. Mix together salt, cayenne, mustard and worcestershire; add to eggs, slightly beaten, then stir in the milk. When cheese is melted, add the egg-and-milk mixture. Serve on toast with mushrooms rolled in crisp bacon.

POPOVERS

1 cup flour.	$\frac{3}{4}$ cup plus 2 table-
$\frac{1}{4}$ teaspoon salt.	spoons milk.
$\frac{1}{2}$ teaspoon melted shortening.	2 eggs.

Place muffin tins or custard cups in hot oven (450 deg. F.). Then sift flour and salt into a bowl, gradually add milk, stirring smooth as you add it. Beat eggs until thick and stir into batter mixture. Then after adding melted shortening, beat vigorously. Remove pans from oven and grease and fill two-thirds full with popover batter. Bake immediately in hot oven of 450 deg. F. for 30 minutes. Then lower heat to moderate oven of 350 deg. F. and bake 10 minutes longer. Makes 9 popovers.

Variety in Breakfast Dishes

TOMATO POACHED EGGS

1 can condensed tomato soup.	4 eggs.
	4 slices toast.

Grease frying pan. Pour in the soup and heat just to the boiling point. Reduce heat. Break eggs and carefully slip them into soup. Cover and keep the heat very low until the whites are set (about 5 minutes). Serve on toast.

MAPLE TOAST

Toast bread on one side. Butter untoasted side, spread with maple syrup; dust with cinnamon. Place under broiler heat for 5 minutes. Serve hot.

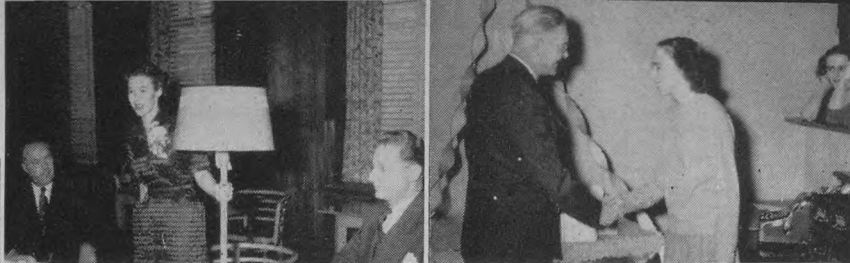
PINEAPPLE MUFFINS

2 cups flour.	1 egg.
4 teaspoons baking powder.	1 cup crushed pineapple.
$\frac{1}{2}$ teaspoon salt.	4 tablespoons melted shortening.
$\frac{1}{2}$ cup sugar.	

Mix and sift dry ingredients. Add slightly beaten egg and pineapple. Blend in shortening. Fill greased muffin tins two-thirds full and bake in moderate oven (370 deg. F.) 20 minutes. Makes 12 muffins.

SAUSAGE PANCAKES

Partly cook $\frac{1}{2}$ cup sausage meat and drain from grease. Combine 1 cup prepared pancake mix with $1\frac{1}{3}$ cups milk. Stir until batter is smooth, add sausage meat and blend. Bake on hot griddle and serve with maple syrup.



"And So They Were Married"



December, 1949, was a special month for the group of Eaton brides pictured on this page. It marked not only their first month of married life, but also their first Christmas in their own home. To them we say, "May the Christmas spirit continue with you for a lifetime of happiness."

Top Row—Left: MISS NANCY SMITH (gloves) married Mr. Harold Gould (men's clothing) at the Business and Professional Women's Club on Saturday, November 26. Her associates tendered her a breakfast party in the grill room on November 23 when they presented her with a trilight lamp. Miss Smith is pictured between Mr. C. S. Carswell (formerly of the gloves and now group manager of infants' wear) and Mr. T. R. Humphries, head of department. Miss Gladys Piggott, Miss Hazel Bates and Mrs. Doris Ferguson also held a dinner at Moore's in Nancy's honour when they presented her with a mirror. Right: Mrs. Alec Burns was formerly MISS PHYLLIS BEATTIE (budget plan). Her wedding took place Saturday, December 3, at Kenora, Ont. As a parting gift she received an iron and waffle iron, Mr. W. J. Thomson, head of department, making the presentation.

Second Row—Left: Wedding bells rang for MISS ELLEN SURMAN (mail order money returns) on October 29 at Osborne Barracks chapel when she became the bride of Gunner Bruce McLean. As a department gift she received Esmond blankets and pillow cases, and from her associates, silverware in the "First Love" pattern. Mrs. R. Williams also held a miscellaneous shower for Ellen. Right: MISS LILLIAN SUPPES (mail order women's dresses) became Mrs. Donald Glasspole on November 5 at St. John's Lutheran Church.

Third Row—Left: St. Giles' United Church was the scene of MISS KAY WASILINA'S wedding on November 12 to Mr. Tom Wolonis. Kay received pots and pans and a pressure cooker from her department staff, mail order complaints. Right: MISS ELSIE BRYAN (wages office) became Mrs. Lorne Kerr on November 25 at Tonkin, Sask. As a parting gift she received a lace banquet cloth, Mr. D. W. Neelands, supervisor, making the presentation. Miss Gladys Penhall also held a miscellaneous shower for Elsie.

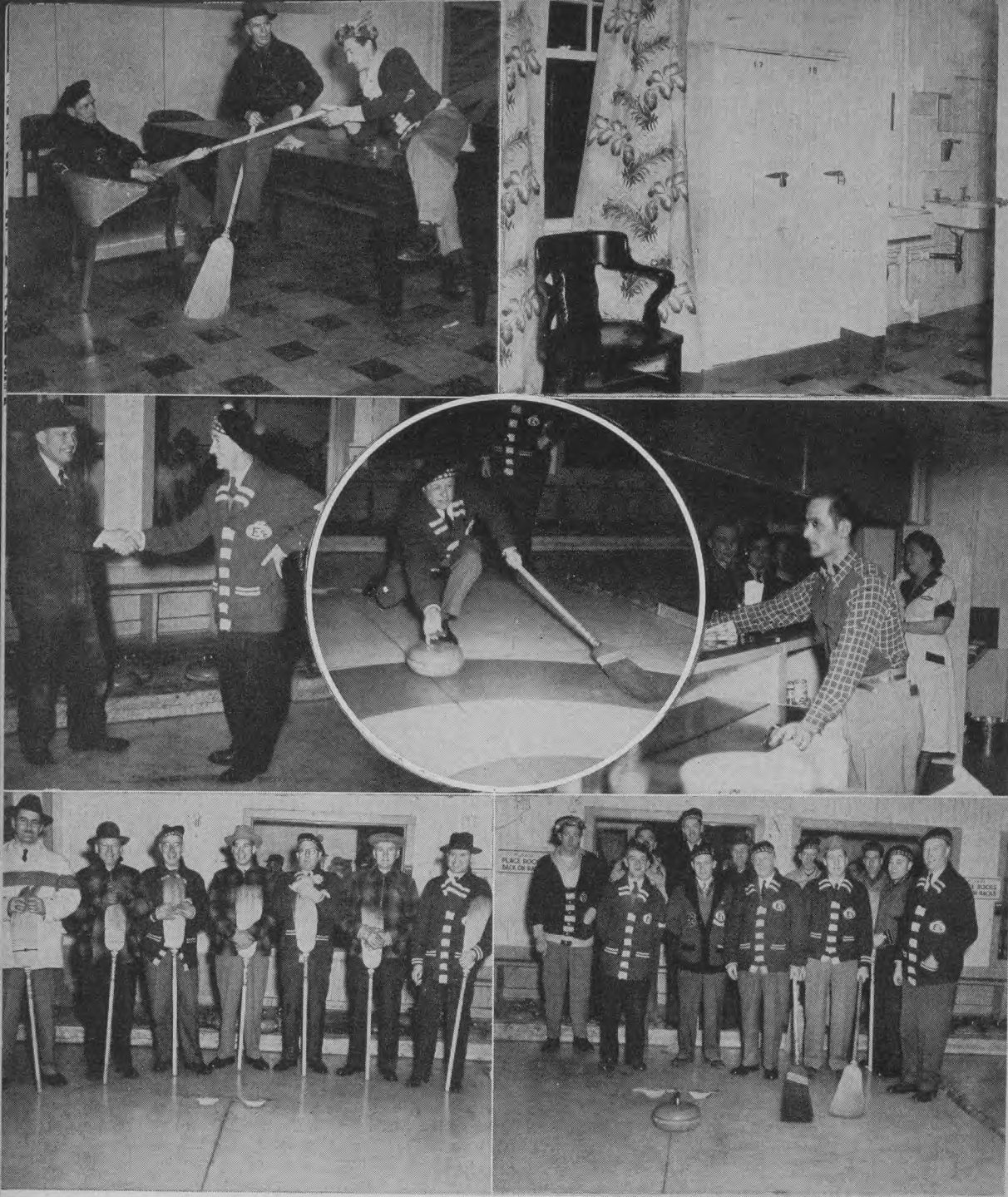
Fourth Row—Left: November 17 was the date chosen by MISS ELEANOR SCOTT (mail order exchanges) for her marriage to Mr. Ben Harris of the Winnipeg grain exchange, which took place at Greenwood United Church. As a wedding gift from the department she received an automatic toaster, Mr. G. W. Robinson, head of department, making the presentation. Mrs. Margaret Orchard also entertained at a miscellaneous shower in Eleanor's honour. Right: MISS LILLIAM GOWRYLUK (mail order copying) became Mrs. Roy Russell on November 19 at Holy Trinity Church. As a department gift she received a toaster and linens.

Fifth Row—Left: MISS RUTH JEFFREYS (mail order packing) became Mrs. Roy Fetterly on November 12 at Vivian, Man. Right: MISS GLADYS COX (mail order copying) was also a November bride, being married November 19 at St. John's United Church to Mr. George Young. Miss Helen Rennie (wages office) entertained for Gladys and the girls presented her with an eiderdown and linens.

Sixth Row—Left: MISS RUTH MARSHALL (mail order children's wear) became Mrs. Bernard Sammons on November 16 at St. Mary's Anglican Church in Charleswood. A miscellaneous shower for Ruth was held by Miss Ruth Kizik. Right: October 29 was the date MISS BETTY LAWSON (parcellers) became Mrs. Don Edgar at Young United Church. As a department gift she received linen, Mr. W. F. Spenceley, head of department, doing the honours. From the girls Betty received kitchenware.

Lower Row—Left: MISS NORAH DOOKS (elevators) became Mrs. Gordon Weaver on October 29 at Home St. United Church. Centre: MISS DOLLY PENNYGALKA (radios) is now Mrs. Dave Anderson following her November 5 wedding in the vestry of St. Mary's Cathedral. As a wedding gift she received a torchiere lamp from the department, Mr. A. Wallis, supervisor, making the presentation. From the mail order packing—her former department—she received end table, table lamp and criss-cross curtains. Right: MISS TERESE KLYNE (mail order budget plan) was married to Mr. Maurice Coyston on November 26 at St. Ignatius Church. Her wedding gift from the department was bed linen.





CURLING COMMENCES!

Top Row—Left: A corner of the spacious sitting-room with Bill McKnight, one-time Dominion Brier champ, in centre; at left, Eric Moore, champion Eaton skip for 1948-1949 season, and Jack Ross. Right: A glimpse of tastefully decorated club room for gal curlers.

Second Row—Left: President Jack Morrison (in curling regalia) greets ice-maker King Robinson. Circle: Mr. W. B. Pickard shoots the first rock of the season and draws to the button (but just a wee bit too strong). Right: Steward Alex and assistant are well equipped for a snack or "ham and."

Lower Row—Left: (left to right) Jack Patterson, Stan Cameron, Tom Elliott, Ed Martin, Bill Dickson, Jack McKeag and Haldi Halldorson. Right: (left to right in front row) Messrs. J. Morrison, E. Moore, W. B. Pickard, Joe Reid, Jack Newton.

Now comfortably settled in a home of their own, Eaton curlers officially opened the new season on Tuesday night, December 6, when Mr. W. B. Pickard, superintendent, threw the first rock with typical Pickardian vigour.

A tour of the premises with house committee chairman Jack Newton shows that President Jack Morrison, and his merry men have been busy as all get out. Sitting rooms for both men and gals have been smartly redecorated as well as the lockers and adjoining washrooms. Downstairs, steward Alex' lunch counter is spotless and well equipped to produce a snack or a piping hot dinner for the hungry rock heaver.

All in all, a spacious, homelike curling club with the friendliness and efficiency that is typical of all Eatonians' recreational activities. So good luck, curlers, as you begin your new season with as fine a bunch of lads and lassies as any club could hope to have!

—Ed.

PATRONS OF THE "ROARIN' GAME"

We're now under way with the greatest curling season the executive council of the Eaton Men's Curling Club has had the pleasure of presenting to its over 400 broom-wielding enthusiasts. With that genial Scot, President Jack Morrison, calling the shots and his hard-working executive members doing a grand job, let's make this 1949-50 season one of the world's largest curling clubs (which is us—you and me) the biggest and best ever.

The various committees are under the capable direction of the following chairmen: entertainment, Doug Howat, 1st vice-president; draw, Jack Kellas; membership, George Allan; house, Jack Newton; ice, G. E. Ramsay. Earl Ramsay is also the club treasurer and Bobs O'Grady is again your secretary. Mr. King Robinson was re-appointed ice-maker.

The No. 1 club group, curling twice weekly at 8 p.m., has some new rinks and quite a change of personnel on a few of the older rinks. Arni Arnason, last year's club champ and aggregate winner, has a brand new rink. Arni's former vice-skip, Jack Morrison, also has a new rink of brush pushers. George Bewick, another with a new rink piloted by J. Young, and Bob Laidlaw's former No. 3 man has entered a complete new rink. So, eight-o'clockers, the gate's wide open—let's see if we can outfumble some of the big-name rinks in this group.

At the Eaton Rink

The groups that occupied the 5:30 p.m. spot last season will continue this year, and there's also a group on Wednesday afternoons and a Saturday morning group.

At the Civic-Caledonian Rink there will again be four groups, Tuesday, Wednesday and Thursday at 5:30 p.m., and Wednesday afternoons at 2.

Now, curlers, here's something new! In the McGee Cup playdowns for 1949-50, all regular play will be suspended for one week during the season (date to be announced), to enable every rink, in all groups, to do battle for the coveted store championship.

A week of knock-out competition. Good luck to you all and may the best rink win. (Luck of the draw, and all that kind of stuff.)

Our annual get-together, held in the Civic-Caledonian Club rooms on Tuesday evening, November 15, was a most successful affair, with the largest attendance we have ever had.

In the absence of President Jack Morrison, our first vice-president, Doug Howat, occupied the chair. He welcomed the members, new and old, and gave a brief outline of the season's activities.

Bert Mitchell, master of ceremonies, opened the entertainment with some smart tap-dancing numbers by Miss Joyce Barnard (department 116), followed by Ken Leyton, magician. Refreshments were served, then Bert led the boys in a good old sing-song.

Result—A general feeling of well-being and a very enjoyable evening spent.

—By Bill Hall, art room, paint shop.

HOMEMAKERS' PAGE (Continued from Page Twenty)

BRAN COFFEE CAKE

- | | |
|----------------------------|------------------------------|
| 1 1/4 cups bran. | 1/4 cup sugar. |
| 1 cup milk. | 3 teaspoons baking powder. |
| 1 egg. | 1/2 teaspoon salt. |
| 1/3 cup melted shortening. | 1 teaspoon lemon flavouring. |
| 1/4 cup molasses. | Crumb topping. |
| 3/4 cup flour. | |

Combine bran and milk; let stand 5 minutes. Beat egg; add shortening and molasses. Add to bran mixture. Sift together flour, sugar, baking powder and salt; combine with bran mixture. Add lemon flavouring. Pour into 10-inch layer pan. Bake in moderate oven (375 deg. F.) 20 minutes. Sprinkle with topping, bake 10 minutes longer.

CRUMB TOPPING

Combine 3/4 cup flour, 1/2 cup firmly packed brown sugar, 1/4 teaspoon cinnamon and 1/4 teaspoon salt. Add 1/3 cup melted butter or margarine; mix until crumbly.

OAT BREAD (A Welsh Recipe)

- | | |
|-------------------------|-----------------------------------|
| 2 1/2 cups oatmeal. | 1/2 cup butter and lard together. |
| 1 1/2 cups white flour. | 1/4 cup cold water. |
| 1/2 teaspoon salt. | |

Blend well, then roll very thin. Cut in small pieces with sharp knife. Bake in moderate oven (350 deg. F.). Makes 4 dozen.

And may we close by saying: "The merriest of Christmases to you and a very Happy New Year!"

PIN-BOY CHATTER

By Alf Beavis

With only four weeks' play left (beginning January 3) in Series No. 2, Eaton's Mixed Five-Pin Bowling League took leave of activities for one month in order to make way for the oncoming pressure of another Christmas rush.

As we go to press, we see that congratulations are not only in order for Series No. 1 winners of divisions eight and nine, namely, Zippers and Panthers, but also to one of several Eaton men's bowling teams who put up a gallant stand in the recent Charlie Gibson Bowling Competition. We speak of the mail order Combine team captained by Mr. Pat Fox (department 132) and comprising Norm Henry (department 5), Albert Waller (department 5), Jim Reay (department 12) and Tom Cormie (department 67) who, together, bowled a total score of 2,982 pins which, with a handicap of 796, gave them the second place grand total of 3,778 pins! Nice going, fellas!

May we also add a pat on the back to the men's Eaton Mixed No. 7 team who rolled a nice total of 3,589 pins and in the very recent Ruth Bannon trophy roll off to the girls' Eaton's Mixed No. 5 team who rolled 3,457 pins.

And now, the divisional news in brief:

Division 1—Greenettes still in the lead, only one game over Sparklers and three over Jay Dees.

Bill Stewart held the limelight with 778 (298) one week and Siggy Sigvaldason 784 (320) on a previous occasion. Bud Wold 750 (272), Pat Fellows 750, and Art Maghee 731, have all been doing well.

Mary McDonald led the fair sex with 699, and Thelma Rand 682, Alma Ellison 668, and Donna Ducharme 663.

Division 2—Sport Togs came out of a three-way tie to lead one game over Strollers and Nomads. Lafalots come next.

George Bennett was the most able leader of this division with a tremendous 855 (375). Gordy Quinn was also strong with a nice 762, and sharing the honours have been Bill Hogg 756, Art Wright 736, 728, and Walter Mills 708 (291).

Helen Cancilla has been more than holding her own with scores of 699, 648 (252). Marion Waldie 673, Grace Martin 674, and R. Fraser 643, were in good form.

Division 3—Maybees and Skippers are deadlocked in top position, while Drivers and Boopers are tied only one game behind.

Joyce Lawton seems to have taken over the leadership of high scorers, even from the men, with a dandy 787 (294). However Guy Cancilla 722 (260), Gil Rosie 712 (300), and Bill Liver 707 (264), also had figures to be proud of; and Edith Quinn 658, 648, Ruth Baldwin 711, 646, and Mabel Valentine 652, were in top form.

Division 4—With Bob Stacey's terrific 800, Eagles have taken a one-game lead over Telecos and two over Penny Pinchers, Selects, Twenty Niners and Monarchs.

Sharing the "Meatball's" high score honours have been Terry Alston 726, Frank Frampton 725, Bob Smith 716, and Ewan McFadyen 705. Also Phylis Edwards 682, Gertie Chatten 633, Dot Martin 630, and Noreen Price 622.

Division 5—Split Atoms finally put the Fixers in third position and lead with one game over Alley Byes. Blazers and Beepers share the spot with Fixers and Wall Bees are only three games from the top.

High scorers have not been so high in general, but G. Wallace set a new high single with 344 including handicap. Jim Stewart 676, Elliott Westman 642, Jim Torbet 642, and Bill King 632, along with Kay (Caddy) Chisholm 619, have been trying hard.

Division 6—It's a grim struggle with Bee Bees, Majors, Wise Ones and Raiders all having 10 wins and 5 losses. Joe Green and George Niven seem to be having the best results with 766, 624, and 698, 679, respectively.

Thelma Enborg 684, set a new ladies' three of 783 and Sam Baillie set a new men's single of 346.

Division 7—Vikings finally came out of a two-way tie with Eurekas who both lead over Stampers, Brownies and Tryhards, all in third position.

Dave McFetridge with scores of 728, 630, has been saving the pin boys labour, and Bob Shusterville 719, Edward Olien 656, and Ray Puttaert 669, 664, have also had good nights.

Yvonne La Fortune 648, Eileen Hoski 646, and Ruth Evans 607, have been giving their teams good support.

Division 8—Zippers took the roll-off berth with a comfortable five-game lead over Rip Saws and six over Aristocrats.

George Huntington with 639, and Florence McLellan 629, ably assisted the Zippers in their final lunge to victory, and Elmer Craven 640, Helen Markevich 677, and Jim Reid 624, were in there trying.

Division 9—It was hard luck for Percy Smith's Westerners who led all the way only to lose out to Norm Henry's Panthers who took a final three-game sweep over the former. Panthers now have the roll-off berth for series I.

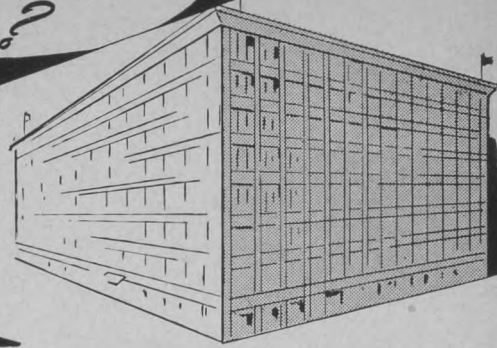
Highest scores of the month have been J. Bydak 633, R. Cairns 622, H. Way 537, Miss May Douglas 607, 548, and E. McFarlane 527.

Helen Cancilla—Bowling Ace

When a gal bowls a total score of 850 that's news! Helen Cancilla (employees' lunch room cashier), a member of Eaton's No. 2 league, hit the heights on Tuesday evening, November 15, when she chalked up 295, 275 and 238 high three games of the league—or 808 points. With Helen's handicap of 42 pins added, she achieved the dizzy peak of 850!

Nice bowling by a nice gal! Congratulations!





MAIN FLOOR

Best wishes to Miss Audrey Debenham (fountain pen counter) who is sporting a lovely diamond. The lucky man is Mr. Doug Richardson.

We are glad to have Mrs. Eva Cram (fountain pens) back after her recent illness.

Christmas greetings from the department to Mrs. Jessie Stokes (office supply) who is recuperating, after her recent operation, at the home of her daughter in Kenora.

Notions — Congratulations from the department to Mr. S. H. Williams, supervisor, who celebrated his fortieth anniversary during the month. Mr. Williams' write-up appears on page 10.

We are glad to have Miss Nan Allison (notions office) back with us after an illness.

* * *

SECOND FLOOR

A dinner at the Homestead on Tuesday, December 6, honoured Miss Margaret Henning (fancy goods) who left to be married on Saturday, December 10. Forty-one members of the department were present for the festivities and during the evening the bride-to-be was presented with a linen dinner cloth and a coffee set in the Staffordshire "Regency" pattern. Miss Henning left for Vancouver where she will be married and where she will also reside. Best of luck, Marg, from the staff!

Farewells were also said to Miss Doreen Bowling (fancy goods) who left the Company during December. As a parting gift she received a handbag from the department.

The staff of 132 will be glad to welcome back Mr. George Hargreaves, the jovial doorman, who broke his leg on November 21. George has been spending some time in the Misericordia hospital and he assures Contacts that he is very anxious to get back on the job. Best wishes, George, and a speedy recovery!

Women's Shoes—Another successful department party was had on November 26 at the Valour Road Legion Hall with 190 staff members and friends attending. Music for the dancing was supplied by our own Mr. Freddie Lambert and his Novelteers. As usual, a gay time was had by all. Thanks to Mr. A. E. Smith for his capable arranging of the party.

* * *

THIRD FLOOR

"The Case of the Missing Garbage Can" is said to be the title of a mystery story which is being written these long winter evenings by Frank Liminton (groceries). "Limmy" got the idea when Hallowe'en pranksters pinched his

garbage receptacle behind the family residence on Ferry Road, St. James. With cap pulled low over his brow and weaving a flashlight, Limmy is a familiar figure as he haunts the lane at night in search of local colour for his masterpiece (and also for the missing garbage can).

On December 8, Miss G. Thomson (service groceries) celebrated her 30th anniversary with the Company. To mark the occasion, Mr. G. B. Douglass, head of department, presented her with a double strand of pearls and a lovely laced-edged handkerchief on behalf of the staff.

A few of her friends also entertained her at a luncheon and presented her with a lovely compact. Gertie's hobbies are golfing, curling and bowling.

Miss Winnie Everett (china) marked a milestone in her life on December 5 when she became a Quarter-Century Club member. Congratulations, Winnie! (Write-up appears on page 13.)

Winnie entertained at an "at home" for the members of the department on Saturday evening, December 10, and it was a wonderful party according to all concerned.

The hardware department wishes to send Christmas greetings to two members of the department who are still on the sick list, Charlie Flynn and Charlie Caney. Hope Christmas and New Year's will be filled with happiness!

* * *

FOURTH FLOOR

The staff of the sportswear department held a bang-up Christmas party on December 20 at Mary Ripley's home. Twenty-four were in attendance. During the evening Santa Claus (Ernie Gould) visited and presented everyone with a gift. The annual affair this year was highlighted with square dancing.

Barbara Spears (sportswear) left during the month to be married on December 29. As a parting gift she received a table cloth from the department.

* * *

FIFTH FLOOR

Congratulations to George Bukoski, ice cream room, 1100 department, and Mrs. Bukoski, upon the birth of a son on November 30. That makes it two boys and two girls for the Bukoski's—an ideal family!

Miss Margaret Mitchell (juveniles) received an early Christmas gift. A lovely diamond is now sparkling on her finger and the young man is Bill Campbell.

Our sincere sympathy is extended to Florence Derrington (juveniles) whose father passed away recently.

CONTACTS

We are glad to hear that Jean Murray (juveniles) is now convalescing from her illness and should be back with us soon.

* * *

SIXTH FLOOR

A Christmas-tree party with all the trimmings was held by the wallpaper, paints and pictures staff, store and economy section, and the picture framing workroom. Over 90 attended the event which was held at Peggy's Pantry and among them were 28 children.

Santa Claus (Bill Liver) presented everyone with a gift during the evening. The gifts were wrapped by the girls of the department at a special evening gathering held previously at the home of Mr. R. N. Gregg, head of department. The children also received stockings which were made by the girls. Further details of the party and pictures will appear in the next issue of Contacts.

* * *

SEVENTH FLOOR

Radios—Mr. John Curle just bought a new home on Duffield Street, Deer Lodge, and he and his family hope to be in before Christmas. The department is also looking forward to the house warming.

Mr. Art Ruymer (radio workroom) is in the hospital following an appendix operation. Hope you will be back soon, Art.

We are also glad to see Margaret Webster (basement records) back after her recent illness.

Welcome to Jack Sutton, a new member of the piano department, who recently transferred from the paint shop.

We are also glad to welcome Miss Myrtle Rackham, a new member of the radio office staff. Hope you will be happy with us, Myrtle!

Glad to see Walter Scott (furniture) back on the job again after being hospitalized with a leg operation. The sturdy curler, fastballer and genial raconteur looks in the pink again—and wise-cracking as usual.

"Woody" Case's Christmas Gift

There'll be added joy in the home of W. G. "Woody" Case (advertising manager of Calgary store) at Christmas this year, because of the arrival of a baby daughter on Saturday, December 3. The wee one checked in at 6¼ lbs. Mother and daughter are feeling fine, we hear (and so is "Woody").

That makes three little faces around the tree besides mom and pop. Congratulations!

Alas! it's too far away to share the cigars—so Winnipeg friends will take a rain check.

A THOUGHT

"Do not live to make a living,
Rather live to make a life,
For the measure of succeeding
Is your service in the strife;
All that you leave behind you,
When your soul has crossed the bay,
Is the good you've done to others
As you tarried by the way."

EIGHTH FLOOR

Bill Pearce, Dauphin store's display man, dropped in to say hello the other day while on a business trip to the 'Peg. Bill, who was formerly on the display staff here, looks fit as a fiddle and was bubbling all over with enthusiasm about Dauphin as a friendly go ahead town. Nice meeting you again!

Sorry to report that Contacts' reporter, Agnes Reese of the elevator staff, is in hospital. Hope you'll be up and around again, Agnes, before long!

Alterations—By K. Fedorak

An afternoon and evening tea was held Wednesday, November 9, by Miss Agnes Adam (alterations), Miss Ellen Cole, Miss Marie Ritchie and Miss Martha Suggett, three recently retired members of the alterations staff. During the day, over 70 members of the department called.

The tea was held at the home of Miss Adam who recently celebrated her quarter-century anniversary. Thank you for the lovely party!

The alterations staff was happy to be visited by Mrs. Joyce Burman who has been ill for several weeks. Best wishes, Joyce. We're glad to see you are making such a speedy recovery.

We're On the Air!

From talk going around the city advertising office, December 16 was a big night at the Winnipeg Wheel-Chair Centre. And all the excitement was caused by a group of Eaton gals who presented their own version of a "Children's Radio Talent Show." (We might add: with original costumes.)

It all started when the group worked up their number for an advertising party on December 5 and made such a hit they were asked to repeat it at the centre. It is said that Miss Joan Sherman made a charming announcer, while as leader of the toy orchestra, Miss Hilda James gave Toscanini something to worry about. Other members of the cast included Misses Ethel Pratt, Helen Crawford, Pat Gladstone, Betty Sparling, Inez Frankland, Winnifred Dark, Marge Graham and Wilma Blocher, our own fashion coordinator.

'TIS SAD BUT TRUE!

"I have a customer
She's waiting on the phone,
But I can't find my pencil,"
Said Jennie with a groan.

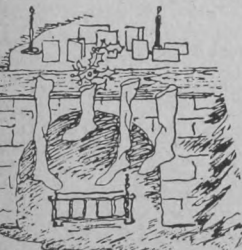
"I had a customer,
I wasn't on the job,
Now she calls another store,"
Said Jennie, with a sob.

—"Beulah Black!"



Merry Christmas, Peggy!

Season's greetings to Miss Peggy Johns (fancy goods) are extended by her department associates and friends around the store. Peggy is recuperating at home following an operation. We hope the New Year will find you "in the pink."



Winnipeg's Most Photographed Bakers (?)

Who are the two most photographed bakers in Winnipeg? "Well, we don't like to brag," say Jock McSloy and Sam McMaster, Eaton bakers, "but can anyone beat our record?" Messrs. McSloy and McMaster claim that while out for their noon hour stroll along Portage Avenue, sidewalk photographers have "shot" them over 300 times in a comparatively short period—and the jolly Scots bakers have the tickets to prove it, too!

Just for fun a friend "redeemed" one of the tickets and got this picture for Contacts. Who knows? Ripley Inc., or even Hollywood may start burning up the wires!



Eaton Masquers Plan Reorganization



A preliminary meeting was held on Friday, November 18, in the employees' cafeteria at 5:15 p.m. to discuss the formation of a new Masquers' Club. Among those present were a number of the old warriors who had helped to make the Masquers such a great success before the war.

Mr. W. E. C. Hurlburt opened the meeting, introducing Mr. W. J. Walter, acting chairman, who outlined the aims of the club. Mr. Moray Sinclair, dean of Eaton thespians, spoke briefly of the pre-war Masquers, which he directed, and who won the Dominion Drama Festival at Ottawa in 1933, with the production of "The Man Who Was Born To Be Hanged." He also spoke of the war years when club members organized a group for entertaining the troops. Mr. Sinclair, who was also awarded the Countess of Bessborough Memento for the best individual performance at the Drama Festival in 1935, gave the meeting sound advice for the future.

Night of One-Act Plays

It was resolved to hold a night of three one-act plays in late February or March. These plays would be produced by merchandise, store expense and mail order departments. To be adjudicated, they would be a means of finding what talent exists in our Eaton ranks. The further aims were to produce drama primarily, but there was no reason why variety should not be attempted when the club became better established.

At time of writing another meeting was being planned to discuss further details relating to the February project. —W.J.W.

"Clarice Cliff" Visits Eaton's

English Ceramics Designer Draws Heavily on Women's Fashion

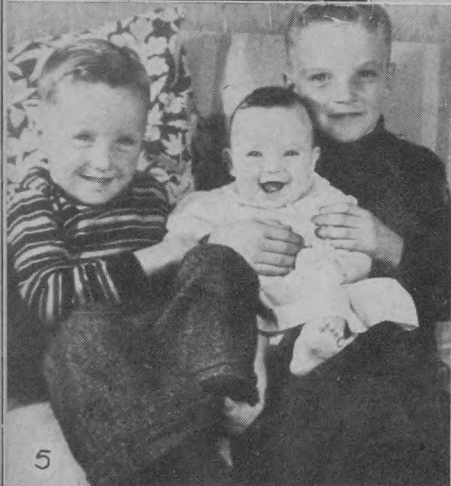
Mrs. Colley A. Shorter, better known in the world of ceramics as Clarice Cliff, was a recent visitor to Eaton's, Winnipeg. Accompanied by her husband, Lt.-Col. Shorter, who is president of three pottery and semi-porcelain factories in England, Mrs. Shorter was making her first trip to Canada.

To find out what Canada and the United States prefer in ceramic designs is what brought Lt.-Col. and Mrs. Shorter to Canada. Mrs. Shorter has found that many Canadian women are demanding a modern design which was popular in England 15 to 20 years ago. Many of her ideas for pottery designs come from women's fashions and the materials from which their clothes are made. She says: "The mid-century look is toward the traditional so we find the modernized reproduction of the traditional in pottery is most popular."

This is Mrs. Shorter's first trip to Canada although her husband has visited several times, this being his third since April. Clarice Cliff has been in the pottery business since she was a young girl of 15, and she loves her work. As her husband says, "You never can tell what she is going to work into a design. It may be a leaf, a tree, anything that gives her the idea."

"Jenny Lind" is one of the "Shorter" patterns of semi-porcelain which is carried by Eaton's.





WAITING FOR

Santa Claus will soon be making his rounds of Winnipeg homes again to delight such smiling children as these. When you look at their eyes wide with anticipation and delight, you can understand why Santa cannot disappoint them. These are just a few of the young Eatonians who will hang up their stockings on December 24.

(1) Dale, age 3, and James Christopher, 5 months, children of Jim Thompson, assistant, hardware. Mommy was Christine Dark, formerly hosiery office, and auntie is Winnifred Dark, city ad.

(2) Russell Adey, stock audit, is mighty proud of his 18-months-old daughter, Lynda Roslind. Mommy was formerly Eileen Galay, men's hosiery. Grandpa is Mr. Ed. Adey, head of department, electricals.

(3) Blue-eyed, auburn-haired Patricia Louise Wylie is the 2-year-old daughter of Andy Wylie, paints. Picture snapped on her second birthday. Mother was Pat Matthews, formerly paint department.

(4) Wearing Grandmother Torbet's christening robe, Karen Louise Torbet, daughter of James Torbet, mail order staples, and Ida Driller Torbet, formerly mail order packing, poses at age 4 months. Granddaddy is Jack Torbet, delivery.

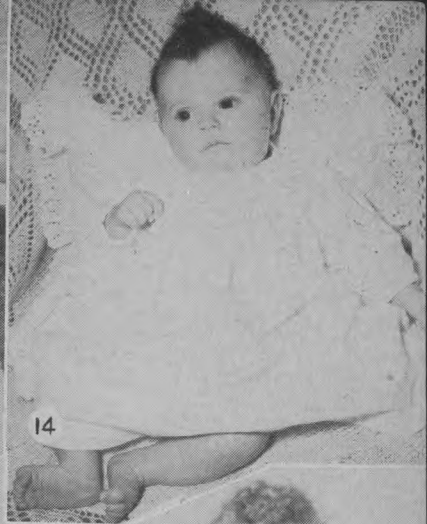
(5) Wayne, 4 years, and Allen, 8 years, are the sons of Harry Bell, women's shoes. They are holding their cousin, Joan Dunnington, who is a petite young lady of 6 months.

(6) All dressed up for Hallowe'en is 2½-year-old Diane McGregor, daughter of Bruce McGregor, assistant, mail order men's shoes. Mommy was Marion Reid, formerly of infants' wear.

(7) Eight-year-old Robert Stanley Houston is the son of Stan Houston, assistant, mailing list. Mother was Edith Johnston, mail order sales room, and granddad is Mr. Jim Johnston, supervisor, mail order operating. Bob is shown with his dog, Nigger.

(8) Margaret May Houston will be 3 years young in February and is Bob's little sister.

Twenty-Eight



SANTA CLAUS!

"These are what a baby brings:
Endless tasks of making things;
Endless running up the stairs,
Endless worries, frets and cares
And, to keep the balance right,
Endless sources of delight."

* * *

(9) With a smile that would melt the hardest heart, 16-months-old Darlene Meyers poses in the bathtub. Daughter of Jack Meyers, mail order merchandise.

(10) James Ryan Carson, son of Jimmy Carson, mail order sporting goods, is patiently waiting for Santa Claus. Mother was Margaret McCune, fancy goods workroom. Jimmy is 3 years old.

(11) Little Miss Glenys Morris was 16 months old when picture was taken. Daughter of Glyn Morris, china packing, and Evelyn Bailey Morris, formerly same department.

(12) Billy Wiesner, son of Will Wiesner, mail order sporting goods, helps decorate the Christmas tree. Mother was formerly Ivy Turley, grocery packing.

(13) Linda Gail Stechison is the 2-year-old daughter of Nick Stechison, drapery workroom. Her mother, Anne Stechison, was formerly with the china packers.

(14) Three-months-old Gordon Hutchison is the grandson of Mr. H. A. Steele, supervisor, expense office. Mother was formerly Marie Steele, staff and welfare, and daddy is Don Hutchison, Western Engraving.

(15) Daughter of George Watson, china packers, is Susan Watson, who was 6 months old in the picture.

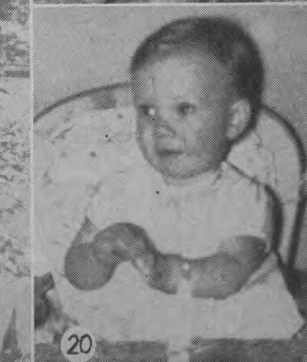
(16) Terry Louise Thomson is the granddaughter of Mr. L. Wilson, china packers. She lives in New Westminster, B.C., and is 16 months old.

(17) Margaret Goodie Mitchell, formerly mail order copying, is holding her year-old son, David Lindsay. Father is Ken Mitchell, mail order radios.

(18) Heather Frances McDermid is the 16-months-old granddaughter of Mr. Sam Poole, mail order jewellery.

(19) Sandra is the daughter of Mr. Bob Cane, mail order hardware. She was 2½ when the picture was taken.

(20) The daughter of Mr. and Mrs. Allan Churcher, Claire Louise was photographed on her first birthday. Mother was formerly Isabel Gray of Mr. L. V. Salton's office. Daddy is with the mail order radios.



The Mail Bag



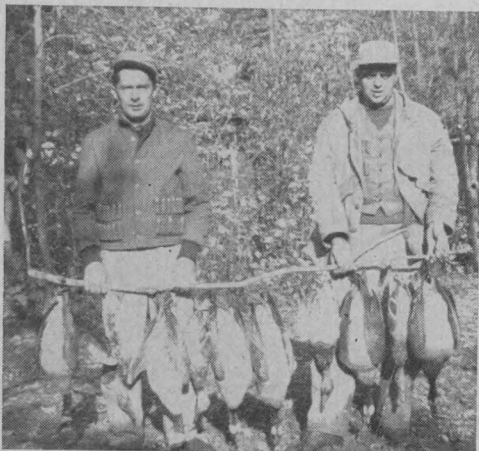
THIRD FLOOR

Mail Order Budget Plan

Marlys Hayes left December 3 by bus to live in Toronto. She was presented with a gift of jewelry from the staff. Best of luck, Marlys.

Terry Kline was married on November 26 at St. Ignatius Church at 9 a.m. The breakfast was held at the Blackstone and the reception at home. The bride and groom will reside in Winnipeg. (See picture on bride's page.)

We were sorry to hear of Mr. M. R. Smith's recent bereavement. His brother in Vancouver was accidentally killed November 21.



Harvey Johnson and Gordon Simpkin of the carpet department (pictured above) made quite a name for themselves as hunters when they went out to bag ducks and geese in Netley Marsh. On their first day of the season they got six geese and four ducks which they are seen holding between them.

* * *

FIFTH FLOOR

Department 61

By J. McNiven and D. Hardiman

We extend our congratulations to Mr. R. Hutton on the occasion of his 25th anniversary with the Company on December 6. The staffs of 61 and 27 held a dinner at the Marlborough on December 6 and a party at the West Kildonan Legion on December 10. (See write-up on page 15.)

We would like to know the whereabouts of two large dog houses to be used as garages for two very large cars owned by two of our staff members!

Thirty

Department 60—By M. Doolan

Sincere sympathy is extended to Mr. McRae, Mick Howarth and Leo Cardinal who have suffered bereavements recently.

Welcome back to Jean Sniezak who has just returned after an extended absence through illness.

Congratulations to Anne Barnicki whose prowess in bowling has been winning her turkeys for both Christmas and New Year's.

* * *

SIXTH FLOOR

Department 36—By F. Rogers

Sincere sympathy is extended to Mr. J. H. Eger-ton on the death of his wife, December 14.

The girls of 36 department are looking forward to their annual Christmas party at the Homestead on December 23. A good turn-out is expected and Santa will be there to add to the gaiety.

* * *

SEVENTH FLOOR

By L. A. Hantscharuk

Department W9 lost a valued member of their staff on December 7, when Jean McWilliams departed to wed John Thomas Wilson.

The event took place December 15 in Windsor, Ontario.

Misses Jean McKendrick and Ethel McLachlan entertained for Miss McWilliams on Monday evening, December 5, when a pressure cooker and a few personal gifts were presented to the bride-to-be.

A linen shower was also held at the home of Miss Ellen Deason on December 2, in her honour.

Our very best wishes are extended to Jean!

The mail order millinery staff presented Miss Margaret Hickman with a gift of blankets when she left to be married during the month of November. Margaret became the bride of Leading Seaman Mervyn John Shoults on November 19 in St. Hyacinth's Church at Portage la Prairie.

Department 44—By H. Johnson

November 4 Miss Winnifred Bowley celebrated her 30th anniversary with the Company, most of which has been spent with the coat and suit department.

Winnie (as she is known to all) was presented with a satin bedspread, Mr. J. W. MacKenzie (head of department) doing the honours. She also received numerous gifts from her many friends who dropped around to extend their best wishes.

Mr. Jack Hallet is no longer a bachelor. He married Miss Bernice Flemington (department 901) at Home Street United Church, November 5. Jack received a mantel radio from the department. Mr. J. W. MacKenzie making the presentation.

Miss Joan Gusnoski came in sporting a lovely diamond on that all-important finger. The lucky man is Mr. B. Glowacki.

* * *

EIGHTH FLOOR

Department 139—By M. Ewing

We are glad to welcome back Clara Greenwood, Mr. A. Davidson and Mr. Neville Smith after their recent illnesses.

Congratulations to Ray Puttaert who has the men's high single game for Division 7 in Eaton's bowling league.

Department 117—By J. Hudson

Best wishes to Joyce Weston who is wearing a lovely diamond, and our congratulations to Keith McRae, the lucky man.

By J. Baynes

The sincere sympathy of departments 118 and 118A is extended to Mr. and Mrs. John Snidal on the death, November 29, of their infant son, Daniel Philip.

There is no news this month, folks, everyone is too busy with Christmas shopping, but Merry Christmas and Happy New Year, anyway.

* * *

NINTH FLOOR

Departments 22 and 24—By H. Fotheringham

We are very pleased to report that Miss Mabel Stephenson is now recovering from her illness and we hope she will be back soon.

Now convalescing at home, we all wish her the best during the Yuletide season.

Another sparkling gem of news, in fact a sparkling gem, third finger, left hand of Grace Atkins! Congratulations to the lucky fellow, Mr. Bill Williams. The best of luck to you both.

By D. Dee

Our sincere sympathy to Miss Leila Knudsen (department 28) in the loss of her mother.

We are glad to have Mrs. A. Caithness back with us again after an attack of pneumonia.

A Merry Christmas to all our staff and may the New Year be a happy one.



Up A Daisy!

Grandpa Harold Daly, head of department, boys' clothing, mail order, has a happy handful here! The curly-haired stout fella Mr. Daly is tossing about is his grandson, Daly John de Gagne, 13 months young.

We'll wager Daly Jr. will be swimming by next summer or grandpa will know the reason why.

A Dream Comes True!

Val Greenfield (shopping service) thinks she's one of the luckiest gals alive! And with good reason, for Val recently won a brand new '49 Ford in a draw staged by the Rotary Club of Brantford, Ont., in aid of crippled children. The ticket cost Val a twenty-five cent piece. Devoted to her widowed mother, Val decided not to take the car but had it sold at Brantford.

Before banking the money, she donated \$50 to the Crippled Children Fund. With the remainder Val plans to take her mother on a two-month visit to England next summer. "Dad intended taking her before he died," she told Contacts, so now mother's dream will come true."

Know About—ICE SAFETY!

(Continued from Page Nineteen)

Do not skate alone, especially at night.

Do not attempt to rescue someone who has fallen through the ice unless you know how to take care of yourself. Not only will you not help him but may drown yourself. Get help.

Do not crowd towards the break in the ice.

Do not attempt to rescue a submerged victim unless you have a safety rope attached to your waist.

Remember to lie flat on the ice when making an ice rescue.

Encourage the victim and help him avoid panic.

Have blankets and/or warm clothing available for the rescued person.

Be prepared to treat ice-accident victims for shock, with warm drinks, blankets, etc. Do not give alcohol.

Make every possible use of "Reaching Assists."

If You Fall Through the Ice

Extend both arms on to the ice to support your body—and call for help.

Do not **immediately** attempt to climb back on to the ice surface. Get your bearings and make each movement count.

Thrash the feet vigorously behind you to prevent the body from jackknifing under the ice, and to help ward off chill.

In this horizontal position, it is possible to gradually crawl forward until your hips are at the edge of the ice.

Swerving slightly, you may now roll on to the ice surface. Keep rolling until you are away from the insecure ice at the edge of the hole.

If the ice breaks ahead of you under your weight, continue until you reach either thicker ice or the shore.

To Make An Ice Rescue

Plank or Ladder may be pushed to within reach of the victim, enabling him to climb out. This distributes his weight over a large ice surface. If he cannot climb out, have him hang on to the plank or ladder while you pull him out. You must keep low on the ice yourself; and brace yourself by wearing skates or creepers.

For further information, call the Canadian Red Cross Society Water Safety Director.

CONTACTS

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CHRISTMAS, 1949

No. 12

Editor: W. E. C. HURLBURT
City Advertising



IT'S UNTHINKABLE!

As Contacts goes to press December 20, **another two thousands gifts are still required on the Canadian Legion Christmas Tree.**

If this number of gifts is not received by five o'clock, Saturday, December 24, hospitalized veterans—those who sacrificed so much for us—may have little joy on Christmas morning.

That, folks, is simply unthinkable!

A great many Eatonians have already left their gifts under the tree. Naturally, too, many veterans of both wars have remembered their less fortunate comrades whose world has narrowed down to a hospital bed or a wheel chair.

If you haven't got around to it yet, won't you do so without delay? Should you need a suggestion as to what to give—why not drop around to the tree and ask the Legion representative or simply leave a cash donation.

**You'll find the Tree in the Men's Clothing Department,
Portage Avenue entrance**

RECENT APPOINTMENTS

Winnipeg

Mail order cashiers: MR. D. J. BLYTHE, head of department; MR. E. WALL, assistant.

Department W9 — Women's lingerie, foundation garments, house dresses, aprons and uniforms:
MR. R. A. CHATFIELD, head of department.

Brandon

Department B244—Women's garments, millinery, lingerie, juvenile:

MISS H. G. BULL, head of department.

Lethbridge

Department L221—Optical:

MR. R. D. GRIGG, head of department.

Saskatoon

MR. J. BLAIR, merchandise manager. Mr. Blair succeeds Mr. J. C. Manson, merchandise manager, Saskatoon who has transferred to The T. Eaton Company British Columbia Limited.

Regina

Departments 201, 236—Gloves, hosiery, handkerchiefs, wash goods, silks, woollens, staples, etc.:
MR. T. E. POPPITT, head of department.

Vancouver

Department V53 — Kitchenware, small hardware, heavy hardware, stoves and plumbing:
MR. R. INGLIS, assistant.

Department V72—Floor Coverings:

MR. L. E. TIMEWELL, assistant.

(This is in addition to his present duties in department V70.)

Thirty-Two

40,000 Children Can't Be Wrong—

THERE IS A SANTA CLAUS!

Records show that 40,000 children visited Santa Claus during his reception in Toyland this year. What a lot of secrets for one pair of ears! (Good thing Santa isn't a member of the feminine sex) and think of the handshakes he gave, not to mention the shy kisses and hugs little ones up and gave him.

A Cheer For Percy Longstaffe

Harking back to the parade, this story is told of Percy Longstaffe, head of department mail order dress goods. It seems that Percy promised three little ones who live at Arden Ridge, near Lac du Bonnet, that he would take them to see Santa's arrival. Unfortunately, Percy got "tied up" with another engagement on the Friday night preceding the parade and it looked as if he mightn't be able to keep his promise.

Nothing daunted, he climbed into his car at two o'clock Saturday morning and drove through the dark, stormy miles to Lac du Bonnet. Picking up the three little ones (the eldest is seven) he arrived back in Winnipeg at eight o'clock. Thus three happy children saw Santa's glorious pageant and an important promise was kept.

But, of course, Percy is like that!

The best that's in a fellow comes out when he trims a Christmas tree for the kids, listens to "Holy Night" and hears again the sweetest story in the world about the Babe of Bethlehem!

In Memoriam

GEORGE BRADLEY

A member of the jewellery repair staff since 1935, Mr. George Bradley passed away on November 24 after a brief illness. He was 60 years of age.

Born in Manitou, Man., where he learned the watch-making trade, Mr. Bradley first became an Eatonian some 30 years ago. Leaving for other fields, he finally rejoined the Company permanently in 1935.

Genial, friendly, well-liked by his fellow workers, George was an all-round good sport and good fellow. He will be especially missed in Eaton golf and curling circles where he was a familiar figure. To his widow and the two sons surviving him goes our deepest sympathy.



MRS. EDITH FRAME

The death of Mrs. Edith "Johnnie" Frame (drugs) as reported in last month's Contacts, occurred on November 12 and came as a shock to her numerous associates and friends around the store who had worked with her over her 19 years with the Company. "Johnnie" as she was popularly known was DuBarry cosmetic demonstrator and twice won their highest sales award in all Canada.



She is survived by her husband, Richard Frame, who is residing in Winnipeg, and six brothers. Sincere sympathy

is extended to her family in their bereavement.

MRS. JEAN CALDWELL

The sincere sympathy of her many friends around Eaton's goes out to Mrs. Jack Morrison in the loss of her mother, Mrs. Jean Caldwell, who passed away on Tuesday, December 13. Mrs. Morrison is the wife of Mr. Jack Morrison, head of department, painters, and popular president of our curling club.



At this happy season of the year, our hearts go out to those fellow Eatonians whose lives have been saddened by the loss of someone near and dear to them.

In the Loss of a Father

MR. D. HOWARTH (mail order radios)
MR. K. HOWARTH (despatch)
MR. R. TOWNSLEY (photographic workroom)
MISS E. HALEY (mail order packing)
MISS F. DERRINGTON (juveniles)
MR. H. BAKER (delivery)
MR. L. BAKER (delivery)
MISS B. PILLING (sportswear)
MISS I. VOURIOT (budget plan)
MR. E. McCLURE (carpets)

In the Loss of a Brother

MR. L. CARDINAL (mail order electricals)
MRS. S. PROCTOR (receiving room)
MR. M. R. SMITH (mail order budget plan)
MR. M. GELLER (alterations)

In the Loss of Her Husband

MRS. J. CARTLIDGE (furniture)

In the Loss of a Mother

MR. J. BRIGGS (receiving room)
MISS R. SPARVATH (mail order packing)
MR. J. WILDE (delivery)
MRS. E. JOHNSTON (fancy goods workroom)
MR. P. McRAE (mail order radios)
MISS L. KNUDSON (mail order men's furnishings)
MISS T. SPARKS (exchange)
MISS B. KOBARYNKA (lunchroom)

In the Loss of an Infant Son

MR. J. SNIDAL (mail order complaints)

In the Loss of a Sister

MR. J. BEWICK (mail order men's furnishings)

In the Loss of His Wife

MR. J. EGERTON (mail order linens)



*A Merry Christmas
and a
Happy New Year
To All!*

THE T. EATON CO. LIMITED
WINNIPEG CANADA

